WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Western Power Distribution
Stakeholder Workshop:
Bristol 22 January 2015

Westbourne
Engage Opinion

Contents

Westbourne
Engage Opinion

1. Introduction

Western Power Distribution (WPD) submitted its draft Business Plan in 2013 as part of Ofgem's most recent price control, RIIO-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. This report details outcomes from the workshop that took place at Bristol Zoo on 23rd 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.

Westbourne
Engage Opinion

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 44 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?

Stakeholder type	Percentage
Domestic customer or consumer interest body	6%
Business customer (or representative)	6%
Local authority officer	6%
Elected representative	11%
Developer / connections representative	25%
Environmental representative	11%
Energy / utility company	25%
Regulator / government	0%
Academic / education institute	0%
Housing / development	3%
Other	8%

The organisations represented were as follows: -

- ADAS UK
- Alstom Grid
- Belectric
- Business West
- Centre for Sustainable Energy
- Consumer Futures
- Country Land and Business Association
- Dartmoor Preservation Association
- Dodington Parish Council
- EDF Energy PLC
- Electricity Storage Network
- Geldards Llp
- GTC
- Heart of the South West LEP
- Hermes Energy Services
- Institute of Engineering & Technology
- Kier
- Martifer Solar UK
- Mendip Hills AONB
- Mid West Energy Group
- National Farmers Union (NFU) SW Region
- Norvento Wind Energy Uk
- Powersystems Uk Ltd
- RD Network Design
- RWE Innogy UK
- Sohn Associates
- SSE
- Summerfield Developments
- Tgc Renewables Ltd
- TNEI Services LTD
- Wales & West Utilities Ltd
- Wessex Solar Energy
- Wessex Water
- Whitchurch Parish Council
- Winscombe & Sandford Parish Council
- Yate Town Council

3. Summary of feedback

Workshop 1. Short-medium term – WPD's Business Plan and reporting

- There was very little consensus on which Business Plan areas interested stakeholders most for reporting.
- There was general consensus that there needed to be a top-level summary available in electronic format, but the detail behind it should be readily available for those people who want it.
- A number of stakeholders expressed a preference for the traffic light system and some stakeholders said that they liked the use of case studies.
- Those stakeholders who commented on frequency of communications tended to lean towards quarterly updates.
- The majority of stakeholders thought that the best place to receive updates on the customer bill was on suppliers' electricity bills and that this should be in a top-level, easily digestible format.

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

- Stakeholders broadly agreed with WPD's list of long-term priorities, although one stakeholder pointed out that many of the priorities are connected and are reliant on one another.
- A number of stakeholders raised priorities that they felt were missing: innovation, economic growth, Distribution System Operators and partnerships.
- The majority of the tables rated 'keeping the lights on' as the highest long-term priority, but there was little consistency with regards to how the other priorities were ranked.
- The individual electronic voting results rated the long-term strategic priorities as follows:

Priority	Rating
Keeping the lights on	4.25
Network intelligence	4
Affordability and vulnerability	3.76
Workforce renewal, skills and training	3.47
Government legislation/policy	3.44
Customer information and data	3.28
Customer awareness of WPD	2.4

Westbourne
Engage Opinion
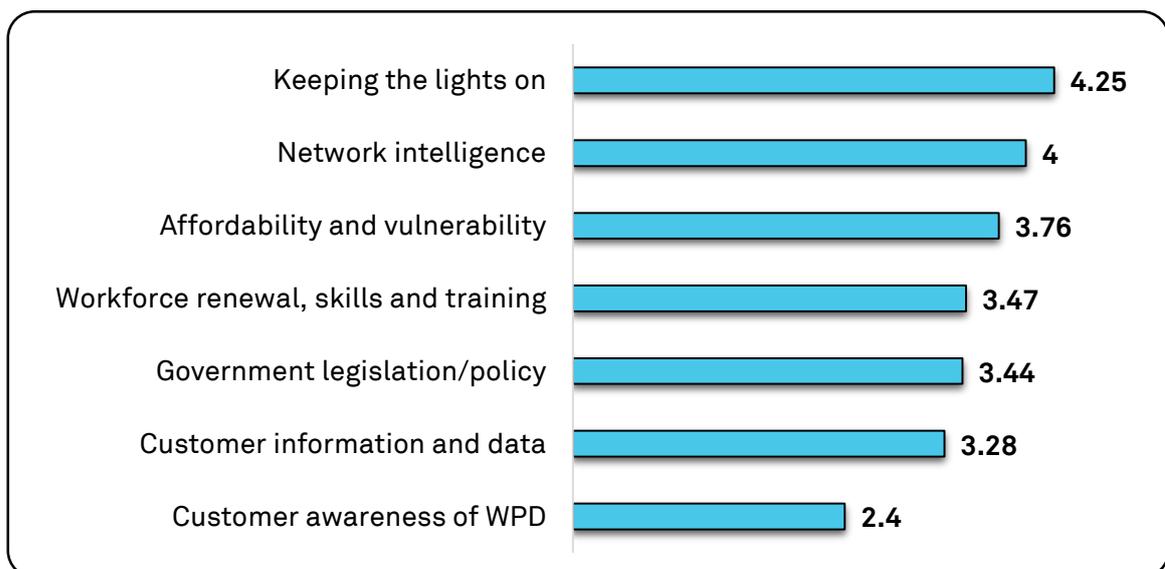
Workshop 3. Long-term – starting to address these priorities

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 advertising on assets (e.g. vans) and partnering with existing community groups and local councils.
- During table discussions, many stakeholders were sceptical about the impact and value for money of TV and local media advertising. Instead, stakeholders generally wanted to see more schools outreach and direct mailings. There was no real consensus on the value of social media.

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 website tools and leaflet information (distribution via targeted partners)	32
Expanded schools education activities - safety plus wider information	27
Expanded social media presence and smartphone apps	19
More direct mailings	16
More local media advertising (radio & newspaper)	10
More television advertising	3

Electronic voting results

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

- The most popular action identified was expanded website tools and leaflet information (distribution via targeted partners) at 38% of the vote.
- The second most popular action identified was expanded schools education activities – safety plus wider information at 24% of the vote.
- In a separate question, stakeholders voted more television advertising as the least popular action identified with 53% of the vote.

Affordability and vulnerability

- The majority of stakeholders felt that the actions identified were comprehensive and did not have alternative suggestions.
- During the table discussions, stakeholders broadly supported the use of practical support to improve vulnerable customer resilience.
- A number of stakeholders commented on how important the data on the Priority Service Register was but that, if it was not kept up to date, it was useless.
- A number of stakeholders said that, whilst a "hardship fund" might be useful in the short-term, it would not solve the long-term issues and is also something more appropriate for the suppliers.
- The feasibility of network solutions was popular among a number of stakeholders.

Westbourne
Engage Opinion

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
Practical support to improve vulnerable customer resilience	43
Improve the data held on our Priority Service Register	22
Investigate the feasibility of network solutions to tackle fuel poverty	22
Establish an 'affordable warmth innovation scheme' for not-for-profit agencies	16
Identify fuel poverty hotspots and existing initiatives/schemes	10
Fuel poverty referral schemes	7
Establish a "hardship fund" for qualifying domestic customers	1

Electronic voting results

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

- The most popular action identified was practical support to improve vulnerable customer resilience with 37% of the vote.
- The second most popular action identified was improve the data held on our Priority Service Register with 25% of the vote.
- In a separate question, stakeholders voted establish a "hardship fund for qualifying domestic customers" as the least popular action with 73% of the vote.

Written feedback

Of the 44 attendees, 31 completed and returned feedback forms. Their responses were as follows:-

- When asked how they found the workshop overall, 65% found the workshop 'very interesting' and 35% found it 'interesting.' No stakeholders found it 'not interesting.'
- When asked whether they felt they had the opportunity to make points and ask questions, 61% said they 'strongly agree' and 39% said they 'agree.' No stakeholders said they 'disagree' or 'strongly disagree.'
- When asked whether WPD covered the right topics on the day, 37% said they 'strongly agree' and 60% said they 'agree.' 3% said they 'disagree' and no one said 'strongly disagree.'
- Stakeholder comments on feedback forms included *'good mix of different attendees'*, *'a very well run, informative and interesting day, pitched at the right level'*, *'excellent as always'* and *'connection part after lunch more appropriate for my role.'*

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 (for reporting)?

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 energy/utility representative stated *'I think customer satisfaction interests me most for reporting. I think reliability is too broad. It's too wide a measure, so I think customer satisfaction is a better gauge and we can see some facts and figures.'*
- An energy/utility representative added *'for me it's about understanding the context and what's influenced that. Each interested stakeholder will want to delve in depth into certain areas. For me it is customer satisfaction and social obligations that are most important, but it depends on the reader.'*
- An academic/education institute representative stated *'they are all pretty important.'*
- An energy/utility representative highlighted *'there is need for more focus on engineering. Engineering is not a priority for other DNOs. Most of the WPD staff are qualified engineers and that makes a difference.'*
- An elected representative pointed out that (s)he *'thinks it's about company culture. It shows that engineers run their license areas and people have experience. The difference since WPD took over our area is crucial and noticeable. People feel the standard of performance is better.'*

Table 2:

- An energy/utility representative stated *'reliability would be the main priority. I also want to know how WPD is getting along with the Business Plan.'*
- An energy/utility representative said *'connections.'*
- A legal representative disagreed and said that *'connections would be third on my list. Reliability and customer satisfaction are the first two.'*
- An energy/utility representative made the point that *'if you are not getting a good deal on your connections, your customer satisfaction will go down. They all tie in together.'*

Table 3:

- An energy/utility representative highlighted *'there are lots of factors against us. Without the grid connection, we can't do what we do, we can't put turbines up. Ofgem are reluctant to allow investment in infrastructure when we need it for all the wind.'*
- A business customer/representative commented that *'we are involved with depots, so connections are important to us.'*
- An environmental representative said *'ecology and sustainability are important to me.'*
- *An energy/utility representative argued 'reliability and customer satisfaction are important. Safety is most important though.'*
- A business customer/representative felt that *'lots of our members want to put turbines up or solar panels, so connections are important. Reliability is important because a lot of our people live out in the countryside. And if the power is turned off we have to go around and reset everything.'*

Table 4:

- A business customer/representative said that *'reliability interests me the most. Businesses can't operate without the lights on.'*

> **" Reliability interests me the most. Businesses can't operate without the lights on. "**

- A domestic customer/representative affirmed that *'connections is most important.'*
- An elected representative argued that *'social obligations are the most important.'*
- An environmental representative agreed with this.
- An energy/utility representative pointed out that *'safety is something that our customers value.'*
- A domestic customer/representative commented that *'they are all of interest, depending on your range of stakeholders.'*
- An elected representative argued stated that *'WPD needs to expand on environment issues to include the climate change agenda. I also found your website information almost impenetrable. Reliability is the second most important priority, because you have to fulfil your obligations to customers.'*
- A domestic customer/representative asked *'why do we have to prioritise? All of these priorities are important and they've all got to be there.'*

Table 5:

- An energy/utility representative said that *'connections are the thing that is at the top of my list, though the environment and reliability are in equal measure.'*
- An energy/utility representative added *'social obligations are very important.'*
- A business customer/representative stated *'connections and also condition. I'm also very interested in resilience. This is a particular issue in Somerset. If we have a one metre rise in sea levels, I'd like to know how we are taking that into account.'*

Westbourne
Engage Opinion

- A local authority officer felt that *'connections, disconnections and strength of the grid'* are most important.
- An environmental representative commented *'the environment is very important.'*
- An elected representative said (s)he *'empathises with reliability, though everyone they speak to is actually quite happy.'*
- A developer/connections representative listed *'connections, environment, reliability and safety'* as the areas of most interest.

Table 6:

- An elected representative argued *'the environment is very important, but simultaneously so is the reliability of supply. Power stations have been closing, which to my mind poses the question how do we intend to maintain supplies?'*
- A developer/connections representative commented *'connections is obviously the area that interests me, but a supplementary area would be safety. I think this is very important.'*
- A voluntary organisation representative responded that *'social obligations and customer satisfaction are very important, not to say that all other areas aren't.'*

- A developer/connections representative continued *'a plan for every couple of years to contact the priority service customers is important, and I am pleased to see it here, because people may not always know they are part of that register. It is vitally important that the register is kept up to date and contact is maintained with those on it.'*
- A developer/connections representative said *'it is all interesting.'*

Table 7:

- A developer/connections representative stated *'connections for me.'*
- An energy/utility representative agreed *'connections for me too.'*
- A voluntary organisation representative said *'social obligations is the highest priority for me.'*

Table 8:

- A connections/developer representative said *'connections are a high priority for me.'*
- An elected representative commented *'reliability is a high priority for my constituents. It is particularly inconvenient when power cuts happen and people are not aware of it.'*

- An energy/utility representative said *'we have community groups who are interested in developing renewable energy projects, so connections are important for that.'*
- A housing/development representative added *'connections are of key interest – the ease of connections and how efficient WPD can be are at the top of the agenda from a business perspective.'*
- An elected representative added *'Bristol City Council have big solar plans.'*
- An energy/utility representative commented *'there should be KPIs across all of these categories. I'll never read a 200-page report, and something like this is peripheral to me. I would read a summary.'*

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 energy/utility representative stated *'I think these workshops are very good. If you send me an email, I'll appreciate it. But today I'm taking time out of my job to do something that's very important to me. These workshops are very valuable, I appreciate the face-to-face engagement.'*
- An elected representative felt that *'there is a role for a flexible system. There is something online that's in depth and allows for the ability to drill down into a particular topic. Some people are going to be interested in particular topics. Some are going to be interested in particular regions. I believe there needs to be a regional level system.'*
- An energy/utility representative disagreed, stating *'I disagree with that. I need the detail, I want to see the change over time personally for all of the areas. I need the whole picture.'*
- An energy/utility representative added *'it really depends who's reading it.'*
- An energy/utility representative made the point that s(he) is *'interested in the investment strategy. Ofgem is very interested in that. I'm interested in whether risk is improving through network investment.'*

> **❝ These workshops are very valuable, I appreciate the face-to-face engagement. ❞**

Table 2:

- A developer/connections representative said (s)he *'would prefer short summaries.'*
- A legal representative highlighted that *'WPD's last email said one of their reports was 800 pages. That put me off. I could do 100 pages at most.'*

- An energy/utilities representative commented that (s)he preferred *'something like the traffic light report, which gives a quick view of how you are doing. Particularly where you are off track and where you are heading, and what the reasons are for that. I guess if it's electronic or some sort of link available, that would be desirable.'*
- An energy/utility representative raised the concern that *'the traffic light style doesn't let you show where you are doing more. Green shows you are doing it but what else?'* (S)he added that *'for me a further summary would be better.'*
- A legal representative said *'we could have all three available and people can pick what they want.'*
- An energy/utility representative raised *'the National Grid Future Energy Scenario, which has too many pages but has particular case studies of technologies and services they might require which is quite nice.'*
- A developer/connections representative agreed and said *'I like case studies because it brings it to life.'*
- An energy/utility representative also felt that *'case studies do add some reality to the numbers.'*
- A legal representative made the point that *'another thing is to be consistent with reporting periods because people want to be able to compare so perhaps the structure shouldn't change too much between years.'*
- An energy/utility representative considered whether WPD *'could reflect that on the traffic light summary where there are arrows which show the comparison.'*
- A legal representative commented *'we do traffic light summaries as well but we find that nobody bothers about the green. People are more concerned about the ambers and the reds.'*

Table 3:

- With regards to the Business Plan, an energy/utility representative said *'I need to just open and close it and have a good overview, perhaps on a quarterly basis. It needs to be easily digestible.'*
- A business customer/representative commented that the Business Plan *'needs to be snappy with a short summary. I would like it in an electronic format.'*
- An environmental representative stated *'I would like an electronic copy that is short, because I don't have much time.'*
- An energy/utility representative said *'I don't have much time so I need it to be quick, short and sweet.'*
- A business customer/representative complained that *'I get so many emails that sometimes I miss things. I would prefer electronic and paper format to increase the chances of me digesting the Business Plan.'*
- An energy/utility representative added *'it would be good to have headlines with a traffic light system so you can dip in and out of relevant information.'*

> **It would be good to have headlines with a traffic light system so you can dip in and out to relevant information.**

- A developer/connections representative said *'I would like to know how the other DNOs are doing it [their Business Plans]. It would be nice to see a bit more uniformity between DNOs.'*
- An energy/utility representative commented that *'I like the traffic light system where you can drop down into further information as you wish.'*

Table 4:

- A business customer/representative made the point that *'one-page summaries are easy to understand and they get the key stats across. I'm interested in the top-line stuff.'*
- An elected representative asked *'how historic is the reporting? How quickly do figures get updated? Any deviation from expectation must be acknowledged. I would like to see graphs, plotting performance against your Business Plan, and documents highlighting areas of concern and deviation away from expectation. You have a central responsibility to make information accessible to people like me.'*
- An environmental representative stated that *'I like the format on slide 19. The traffic light system is easy to understand. I would like to see quarterly updates, in terms of reporting frequency.'*
- An energy/utility representative made the point that *'if you want your customers to see you, your reporting should be quarterly.'*
- A business customer/representative agreed that *'reporting should be quarterly and in a simplified format.'*
- An energy/utility representative highlighted that *'information should be tailored for different audiences.'*
- A domestic customer/representative said that *'given the world we live in is changing, WPD's eight-year Plan will change and this needs to be acknowledged.'*
- An energy/utility representative felt that *'there are many different ways and channels through which you can keep people informed but you should use a collapsing format on your website so people can drill down to the levels of detail that they want. Some companies do this really well on their websites.'*

Table 5:

- A local authority officer said *'I am very interested in the strength of the grid.'*
- Another local authority officer added *'it would be nice to know the areas where the grid needs reinforcing.'*
- An energy/utility representative said *'I would suggest there are some issues in regions that aren't relevant in others. Connectivity with LEPs [Local Enterprise Partnerships] is important. Within LEPs, strategic impact and feedback to specific parts of the LEP would be good. I would like face to face contact outlining opportunities and how to take advantage.'*
- A business customer/representative said *'LEPs have a strong connection with roads, rail, and water but with electricity it is almost non-existent. With all of the other areas there is a face to face relationship, but not with electricity.'*

Westbourne
Engage Opinion

- An elected representative felt that *'face to face is always preferred.'*
- An elected representative, when talking about how often they would want face-to-face meetings, said *'quarterly meetings work for me.'*

- Another environmental representative commented that they *'like the way APC proposals have connected with the audience. They have a six monthly news bulletins – glossy, 20 pages, succinct – to be able to get the message over with no need to read any further.'*
- An energy/utility representative considered that, with regards to meetings, *'six months would be about right with the opportunity to pick up the phone for issues in the meantime.'*

Table 6:

- A developer/connections representative pointed out *'the problem we have got is that everyone has a general interest, but people want detail in their specific areas.'*
- A developer/connections representative agreed and followed on that *'perhaps there should be a general summary for everyone, then have the full report on a website, making it available for those needing specifics.'*
- A developer/connections representative agreed, saying *'there should be an overview, then the option to drill down into the detail for what you need.'*
- A developer/connections representative said *'annually is fine in a website format'* [this was the resulting consensus].
- A developer/connections representative added *'if the information is downloadable, for example in PDF format, you would therefore be able to look at the summary and download parts relevant to you.'*

> " **There should be an overview, then the option to drill down into the detail for what you need.** "

- A voluntary organisation representative commented *'for customers and consumers, a one page summary would be adequate. However, some thought should be given to the possibility of providing more formats, and more languages. By and large, I think consumers are going to be interested in short summaries and explanations of what their money is used for.'* (S)he continued, *'illustrative examples and case studies are also consumer friendly.'*
- A developer/connections representative agreed, saying *'currently people use a lot of jargon and acronyms. It needs to be made more user friendly, no jargon, something consumers can understand.'*
- A voluntary organisation representative added *'you would need to road test that with either customer forums or focus groups.'*

Table 7:

- A developer/connections representative remarked *'I would have said a quick short summary to start with and maybe a more detailed one you can look back on. Maybe email would be the best way, as even on your website - well you don't have time to keep checking the website. So an email would be best even if it just tells you that the website has been updated. One that you receive quarterly would be best.'*
- An energy/utility representative stated *'I agree actually. Even a basic summary of updates is great, just a basic bullet point summary in your email would be good.'*
- An energy/utility representative asked *'isn't this just an update on how the Business Plan is progressing? So in my view the traffic light system is probably the best way.'*
- A voluntary organisation representative made the point that *'a twitter account could be useful too as there's so much fluidity in what's happening. It's hard to track everything that's happening in the energy industry so flagging up certain relevant issues within the sector on the site or on twitter would be good.'*

Table 8:

- An energy/utility representative said *'I would expect the website to have expanding boxes, which have more detail, below the headline score. There must be evidence behind these scores so you'll have something to put up.'*
- A housing/development representative said *'if this is by post, give me one page. If this is by email, give me a link to something more in depth. If you send me a report I won't read it. I'll look at the front page and then it'll go in the bin. If you sent me the traffic light format I'd probably look at it. This would not be on my important pile either way, because I'm so busy.'*

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 1:

- An energy/utility representative stated *'I think the important thing is to put it into context.'*

Table 2:

- An energy/utility representative wondered *'would it be far too hard to do an annual report?'*

Westbourne
Engage Opinion

- A developer/connections representative stated *'I think it would be practical for it to be the same as how often they report it back to Ofgem.'*
- An energy/utility representative commented that *'they should have something online and the stakeholders can be sent a link every year when it is published so you know it is there and you can go and find it.'*(S)he added that *'on the domestic side, I am always reluctant about having a paper come through the door. Perhaps if there is somewhere domestic customers could sign up to so they receive the same link as well.'*
- An energy/utility representative said that *'if you could subscribe to email alerts maybe that would be more targeted. The fridge magnet thing worked quite well.'*

Table 3:

- A business customer/representative made the point that *'as a customer I would expect the details to be on the bill because that is where the customers look.'*
- An energy/utility representative highlighted *'I've worked in renewables for five years. You get information that says it's costing you money to have solar installed, but it is not true. British Gas has detail at the bottom of the bill saying there is a green levy, but it is not the case it is caused by solar. For this reason, I would like to see a greater breakdown of where the money is actually going.'*

> " As a customer I would expect the details to be on the bill, because that is where the customers look. "

- An energy/utility representative pointed out that *'we work in distribution, and customers don't realise what we are doing. I'd like there to be a breakdown showing where the bottom line is really going.'*
- An environmental representative argued *'if you had logos of the stakeholders who are taking money from the bill it would help people understand who is costing money.'*
- A business customer/representative made the point that *'transparency is good, so the more detail they are getting on the bill the better. I only see EDF on the bill but others are contributing to the cost.'*
- A business customer/representative pointed out that *'in terms of frequency of information, we only really need to see some things quarterly and some things only once a year.'*
- An environmental representative felt that *'instead of having the itemisation on the bill, maybe you could have a note saying "go to the website for an itemised bill", so they don't get bogged down when they see the bill.'*

Table 4:

- An environmental representative made the point that *'I would like to be kept informed in terms of trends – percentages, rather than absolutes.'*
- An elected representative said that *'WPD is narrowing the scope by focusing on customer bills. This isn't a useful question. We should be informed of the impact on reliability.'*
- An energy/utility representative argued that *'this is the wrong metric and is not useful.'*

Table 5:

- An energy/utility representative wanted *'just the headline figure and some idea of how it's going in terms of trends.'*
- A local authority officer added *'say if you require full details or info please contact 'X' – I would be happy with this. I have hundreds of bills coming in all the time, I don't really need more.'*
- (S)he went on to say *'I would like the details on the bill, say this is the contribution and if you want to know more visit the website.'*
- An environmental representative commented *'I can just see pie charts and more pie charts – though society is getting more interested in breakdowns. The more transparency the better and annually would be ample for me.'*
- A developer/connections representative stated that *'annually with a full breakdown would be fine and I would be happy if this is just a link.'*
- An environmental representative said *'it would be confusing to have another section on the bill about WPD.'*

- An elected representative pointed out you would need to be *'careful you don't get people confused between WPD and the actual provider, lots of people would be confused by this.'*
- An environmental representative felt that using graphics instead of words to help explain, showing the region, would help.

Table 6:

- An elected representative said *'it would be best if it was put on the bill itself.'*
- A developer/connections representative agreed.
- An elected representative said *'a pie chart would be fine.'*
- A developer/connections representative added *'I think the way it has been broken down is a weird way of breaking it down. What I think people want to see is the outcome for individual actions, not tax and pensions.'*
- A developer/connections representative agreed and said, *'yes, we need a costings breakdown.'*
- A voluntary organisation representative mentioned *'I would like to see it broken down by region. Customers want to see whether they are getting good value for money.'*
- A developer/connections representative asked *'could there be a website or a freephone number to get this information, or perhaps by email, in order for people who want the information to get it, in the event the supplier can't get it onto the bill?'*

Westbourne
Engage Opinion

Table 7:

- A voluntary organisation representative stated *'what we would like – as for most people it's so complex anyway - so the whole idea of your energy bill, well it would be good to see a total bill and to see who is hitting their targets and who is not.'*

-

- A voluntary organisation representative felt that *'it's reassuring graphically. What it was, what it's intended to be, etc. Well that's the big agenda – keeping down cost and improving efficiencies. The consumer is interested in those two areas most. I would appreciate something I can show to my board that explains in a simple way where the money is going. I think a quarterly report is the best timing. In a way we're all in the same team of keeping satisfaction up and cost down, so let's get a system we can all agree on. A way to break down the complexity into bite sized chunks for the customer is the best way to go.'*

> **" I agree with transparency, like when you get your council tax and it shows where each section of your bill is going. "**

- An energy/utility representative said *'I agree with transparency, like when you get your council tax and it shows where each section of your bill is going, so something similar to that in pie chart form would be very useful.'*

- An energy/utility representative made the point that *'I guess what's important is how we are going to get those savings, through efficiencies, driving down cost bases in the supply chain. The customer wants to know if you will fix their bills for the next 12 months or if they will drop slightly.'*

- A voluntary organisation representative pointed out that *'I think as stakeholders we want to know how you're doing relative to your peers as that's an indication of if you're up to the benchmark and if you are doing well. As we've seen you're actually leading the pack and that gives confidence. When I speak to anyone about WPD they always say WPD is one of the leading companies in the area as well as the fact we've seen you've got all your green lights.'*

Table 8:

- An energy/utility representative said *'having done a lot of work on energy policy and the impact on bills, and having spoken to the press, I think that level of detail would be good. We want our bills to be broken down in a clear way. If the DNOs were to provide further detail it would be very helpful. I like things when you go and the first view you get is the top level, simplified, one page summary, but if you want to get to the detail you can.'*

- An elected representative said *'it would be very helpful to see a breakdown of what goes towards development and so on. I would want an initial breakdown.'*

Westbourne
Engage Opinion

- A housing/development representative commented *'it depends whether you want to compare yourselves to other DNOs. Depends how brave you want to be. I think there should be a league table, so you can pick what you want to pay. All bill payers would long for the day where you understand what you're paying and what you could be paying if you went to someone else. It would be nice to know relative to the South West whether I would be paying less or more in another region.'*

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

Table 2:

- An energy/utility representative said *'I think in terms of communication these workshops are really good. I don't know how many other suppliers turn up but maybe they should have a stakeholder workshop just for suppliers. It is good to have a rounded view so I wouldn't discourage these but I would like more supplier meetings as well.'*

Table 7:

- A voluntary organisation representative considered *'well, coming from Wales and speaking Welsh as well, maybe you could provide more of your material in Welsh?'*
- An energy/utility representative highlighted *'just a better breakdown really. What you want to know is, is that 13% saving in the Midlands area or is it with an agreement of the suppliers or was it a 7% and 6% saving in Wales and the South West?'*

❝ I think in terms of communication these workshops are really good. I don't know how many other suppliers turn up but maybe they should have a stakeholder workshop just for suppliers. ❞

Westbourne
Engage Opinion

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 elected representative felt that *'they are the right priorities. They are a little bit of a mix. They are right, broadly.'*
- An academic/education institute representative highlighted that *'we are stuck in a situation where there is increased distributed capacity, which means a network is thinned down as it goes into Cornwall. It's entirely apart from network ageing.'*
- An energy/utility representative made the point that *'often there is a temptation to grab the low hanging fruit for WPD Business Plans. You mentioned workforce renewal – you need people who can understand the DG [distributed generation] system. It's going to take you to a different direction than most DNOs are taking.'*
- An energy/utility representative stated *'there is a different level – customer information and data is a facilitator to the others. I don't know if they can be grouped. Also, the definition of long term, what does that really mean? Looking at legislation and policy, that's very long term. However, customer awareness and affordability and vulnerability can be done quicker. Long term needs to be defined.'*
- An energy/utility representative argued that s(he) thinks *'we're wasting our time on a lot of this. You put a vision, you set a strategy, and it's difficult to get there.'*
- An energy/utility representative felt that it *'needs a less traditional approach. A lot of DNOs have gone down a modular system of planning. Government legislation is very important. Keeping the lights on can be misleading as well. Customer information and information is important too.'*

Table 2:

- Everyone on the table agreed with the priorities identified.

Table 3:

- A business customer/representative stated *'I'm struggling to think of any priorities that have been missed. Government legislation sounds a bit dull but vitally important.'*
- An energy/utility representative argued *'customers are a main priority, but I don't think anything has been missed.'*
- An environmental representative commented that *'it is a comprehensive list and I don't see anything missing. My main concerns cross Government legislation, network intelligence, low carb technology and all of those have been considered.'*
- A business customer/representative said *'I agree with WPD's priorities, they seem to have covered it off.'*

Table 4:

- A business customer/representative commented that *'I agree with the major bases, though I'm not an expert in energy distribution.'*
- An elected representative made the point that *'in the customer information and data area, you're going to have to think about codes of practice and data protection. How are the British public going to respond to WPD extrapolating data and selling it? There are far-reaching implications with having that type of data. Government-backed initiatives, such as localism, predicates two-way sharing on customer information. Data protection might be a better way of describing it than customer information and data.'*
- An energy/utility representative argued that *'the problem for me is that all government legislation and policy is reactive. WPD needs to be steering policy instead.'*
- An environmental representative felt that *'WPD's priorities make no distinction between household customers and business customers. There needs to be a specific focus on businesses.'*

Table 5:

- An energy/utility representative stated the priorities were *'very open-ended. How do you track technologies that are going to come along and change the game? Increasingly, in the energy sector, developments could change very quickly, for example electric vehicles. There needs to be a means of horizon scanning being more viable, and we'd like your opinion on this.'*
- An environmental representative stated that *'the world is changing, the price of oil has plummeted, wind and solar is not as appealing as in the past. Are you right to think renewables are the best? The priority should be what are going to be the future sources of energy.'*

> " The priority should be what are going to be the future sources of energy. "

Table 6:

- A developer/connections representative commented that (s)he agreed with all the priorities identified.
- A developer/connections representative agreed, stating *'I don't think there is anything missing.'*
- A developer/connections representative commented *'as headline priorities these are fine. I think as we delve down into the next layer of detail there would be things missing.'*
- A voluntary organisation representative said *'customer awareness seems reasonable, in particular the services that you are there to provide, for example the priority register service and ensuring that people know whether they are on it or not. I am also interested in the data aspect and what 'data' you would receive.'*
- A developer/connections representative pointed out *'it isn't personal information, it is usage information.'*
- A developer/connections representative made the separate point that *'in terms of legislation, it is important not to solely focus on subsidies. Solar, for example, will be deployed without subsidies.'*

Table 7:

- There was consensus among stakeholders that the priorities were correct.

Table 8:

- An elected representative said *'there's nothing I disagree with.'*

5.2   Is there anything missing?

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

Table 1:

- An energy/utility representative stated *'I think all of my points are encompassed in the current points. Those are the amalgamations and everything fits into it. I think you've got a right balance here, and you're not neglecting anything.'*
- An energy/utility representative believed that *'innovations should be the key to delivery. It's not mentioned in any of the wording, which is quite surprising.'*
- An elected representative felt that *'a lot of these things are quite (in terms of looking at it) long-term. One thing that I don't think is long term is affordability and vulnerability. It is going to be geographically patchy and it requires looking into economic trends into specific areas. It requires working with local authorities.'*

Table 2:

- An energy/utility representative raised the point that *'DSO [distribution system operator] is covered but the actual move to a DSO is not being specifically covered. It doesn't need its own focus but I do think it needs to be included.'*
- S(he) added that *'ministers are actively talking about DSOs so it is already out there and to not have it in here would be to miss what would be a big issue.'*
- A developer/connections representative felt that *'innovation generally is missing on the list.'*
- An energy/utility representative pointed out that *'WPD is doing some of that. Maybe there is just not enough visibility of it.'*
- A developer/connections representative argued that *'they are doing that but the next phase of that should be an actual business pursuit for DNOs rather than just as a requirement for innovation funding.'*
- An energy/utility representative made the point that *'in terms of what you have to present to Ofgem, it would be valuable to have innovation as an explicit priority since it is part of RIIO-ED1. It is a good thing to have.'*
- An energy/utility representative said *'flexibility.'*

❝ Innovation generally is missing on the list. ❞

Table 4:

- An elected representative argued that *'customer awareness is a two-way street. WPD will be given personality through better customer engagement. Identity should be a priority in itself.'*

Table 5:

- A business customer/representative felt there was *'no reference to economic growth. We now live in a world of austerity, everyone has to contribute to growth, what I would have expected from a utility company is economic growth as part of their priorities given the current period of austerity. What is WPD's role in economic growth? Are you trying to stimulate it, respond to it? Infrastructure is key to driving economic growth. I'm not picking up that economic growth is being recognised.'*
- A business customer/representative added *'it's missing satisfaction in terms of performance measures.'*

Table 6:

- An elected representative argued that *'the environment should be included.'*
- A developer/connections representative disagreed, *'no, I think all those presented here are reasonable.'*

Westbourne
Engage Opinion

Table 7:

- A voluntary organisation representative felt that *'one thing is missing, in terms of the company's priorities, looking ahead there will be a requirement to drag down costs and show partnership working. I don't know how to describe it, but partnerships should become a priority.'*

Table 8:

- A housing/development representative added *'I agree, there is nothing missing.'*


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:

- An elected representative stated *'at the moment I think affordability and vulnerability is between medium and high and heading up.'*
- An academic/education institute representative commented that it *'doesn't matter where it is now, it's where it should be.'*
- An energy/utility representative commented that s(he) thinks *'government legislation and policy is the most important. WPD cannot be criminals.'*
- An energy/utility representative stated *'I think affordability and vulnerability are two different issues.'*
- An academic/education institute representative stated *'Somerset receives the greatest amount of financial aid from charities. It is a serious problem. If you look at many farmers, they have one meter that supplies electricity for their houses and their farms. There needs to be people to come and split the metering. The whole WPD area – it's a relatively small part of the area that needs help.'*
- An energy/utility representative believes *'they're different. Affordability detracts from vulnerability.'*
- An elected representative felt that *'vulnerability is a high issue for me. Affordability is somewhere in the medium for me, though.'*
- The table came to a consensus to flip the laminate to the side so that affordability is a medium priority and vulnerability is a high priority.

- An energy/utility representative stated that s(he*)* *'disagreed, I think they're linked and believe that they go hand in hand.'*
- An academic/education institute representative felt that *'keeping the lights on is as important as government legislation. It's the ultimate goal of WPD.'*
- An academic/education institute representative highlighted that *'keeping the lights on is a lot broader – it's about landlines and internet cables as well. Our main nerve sectors are running underground.'*

Table 1

- An academic/education institute representative felt that *'network intelligence is very important – it is important for keeping the lights on.'*
- An energy/utility representative asked *'what will you do with the network intelligence?'*
- An academic/education institute representative stated *'no bodies, no working system. That's why working skills are extremely important.'*
- An energy/utility representative stated *'there needs to be a very good HR system and recruitment system.'*
- An academic/education institute representative stated *'as it stands, there is a relatively high level of customer awareness of WPD. There are some people who will never ever be informed and that's just unavoidable.'*
- An academic/education institute representative commented that *'every WPD vehicle now carries contact details and there is a big campaign to send out information flyers.'*
- An energy/utility representative considered that *'certainly, compared to the others, customer awareness is lower than other priorities. They're already ahead of the curve, when there is a power cut people know who to call so you're on the right track.'*
- An elected representative argued *'you can get by without customer information and data.'*
- An energy/utility representative disagreed, stating *'if you've got the customer information, you can be proactive – you're raising your awareness and raising everything one by one.'*
- An elected representative added *'big data works towards innovation.'*
- An energy/utility representative pointed out *'data is great, but it's understanding what to do with it and what the outcomes are going to be. It's about communicating that alongside the data aspect.'*
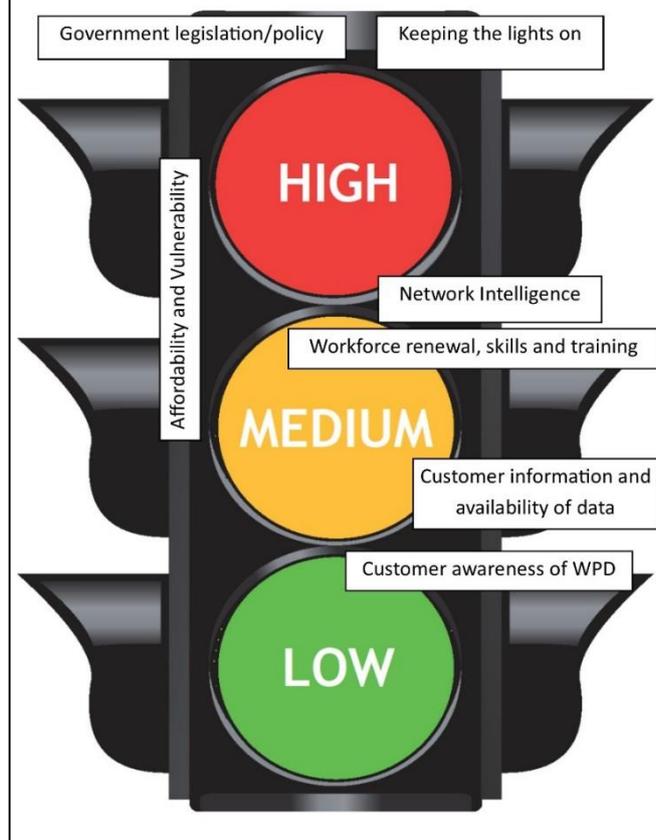
- An academic/education institute representative felt that *'one of the holes in the system is the fact there is no metering in some parts of Somerset. Now smart meters would help to cover that.'*

Table 2:

- An energy/utility representative felt that *'affordability is probably high.'*
- An energy/utility representative said that *'there is a focus on affordability from quite a lot of different groups.'*
- A developer/connections representative made a point that *'vulnerability is a difficult thing to say because in the middle of winter, more people are vulnerable. But in the summer, it might not be much of a problem.'*
- An energy/utility representative questioned the importance of more data and considered that *'without smart meters it is a complicated process to access data. If a DNO wanted to turn on a heat pipe they have to go in through the supplier so value of the data is limited because they don't actually have direct control at the moment.'*

Table 2

Keeping the lights on

Government legislation/policy

Affordability and Vulnerability

HIGH

Workforce renewal, skills and training

Network Intelligence

MEDIUM

Customer information and availability of data

Customer awareness of WPD

LOW
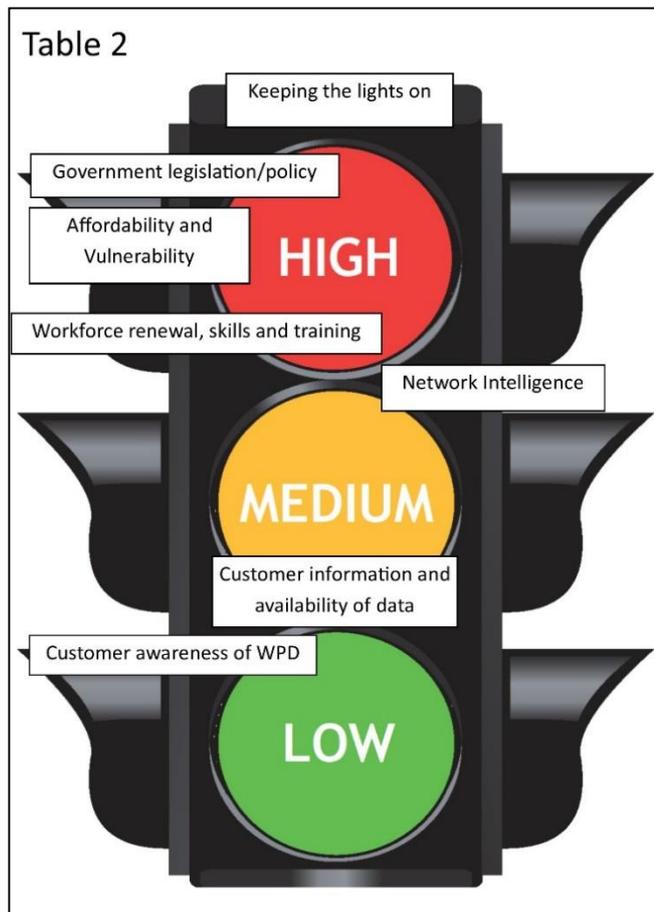
- The group reached consensus that keeping the lights on is the highest priority.
- An energy/utility representative said *'I am in the storage industry so I am more resilient myself. I am not highly dependent on electricity, but collectively if WPD do not keep the lights on it would include a very difficult conversation with Westminster.'*
- Customer awareness of WPD was put in the medium to low category.
- An energy/utility representative commented that *'you need to be aware of who to call during a power cut. Beyond that, what are we talking about when we mention customer awareness? Is it really necessary?'*
- A developer/connections representative stated *'it is a horrible truth but no one cares about WPD until it is not there.'*
- A developer/connections representative raised a point that *'if you concentrate on keeping the lights on, there is no need for customer awareness. I would put it towards low.'*

- An energy/utility representative said *'most customers have enough awareness that they know where to go to find out how to contact WPD if they had a power cut. I think that spending more money on it than that would be redundant.'*
- An energy/utility representative felt that *'it is a low priority to do more at this stage. I think they are doing well enough already on that.'*
- A developer/connections representative pointed out *'you can always find out about WPD when you talk to your supplier.'*
- A legal representative disagreed that customer awareness should be a low priority as *'there is a risk that the customer is impacted.'*
- An energy/utility representative responded that (s)he was *'happy with it being low as there is already a lot of work going into dealing with power cuts and knowing who to contact.'* (S)he made the point that *'most people are not going to read things like performance targets even if you provide it for them. If it's there and I can find it, great. I don't want to be given a lot of information that I don't have to be worried about.'*
- A legal representative felt that *'that is because stakeholders, like us, are an informed group. I think if the number is only 47%, there is a lot more that can be done. If I am providing this service to people, I would like more than half the people to know about who I am.'*
- A developer/connections representative considered *'if only 47% of people are aware, how do the public actually scrutinise the expenditures of the company? Maybe awareness should be higher for that reason.'*
- An energy/utility representative commented that *'information is provided for customers and is there if they want it. Going around knocking on doors is unnecessary.'*
- An energy/utility representative stated *'government legislation will be fairly high because it drives some of the responses to affordability and vulnerability such as supplier activity.'*
- An energy/utility representative agreed and added *'a high priority always has to comply with legislation because it is not an option. If you don't do that, you can't do most things on the priority list.'*
- Workplace renewal was placed as a high to medium priority.
- An energy/utility representative said *'I think that's something that has been talked about in the industry for a long time. We need to bring new people in.'*
- An energy/utility representative pointed out that *'if you don't have the right workforce, you are not going to be able to keep the lights on or do more innovation.'*
- An energy/utility representative commented that *'if smart meters actually happen, in 2020 WPD is going to have 80% of their people connected to smart meters and they need to be able to provide data services so they do need people who can deal with that by then.'*

> **" Government legislation will be fairly high because it drives some of the responses to affordability and vulnerability, such as supplier activity. "**

Table 3:

- An energy/utility representative felt that *'customer awareness is a low priority because, as long as the lights are on, they just need to know who to call when they have trouble.'*
- A business customer/representative considered *'I would suggest it would be better for the industry to have greater awareness of what WPD do.'*
- An environmental representative stated customer awareness is a low priority.
- An energy/utility representative argued *'I would say it is good for people to know who WPD are, so they are calling the right company when there is trouble. When WPD sent out the fridge magnet it was a great way to let people know who to call.'*
- An energy/utility representative made the point while discussing network intelligence that *'the biggest frustration at the depot is when you don't know what capacity you have to work with.'*
- A business customer/representative highlighted that *'government legislation keeps changing, so you need to be made aware of changes.'*
- An energy/utility representative pointed out that *'people need to be aware of changes in legislation from the EU and UK because it impacts the way we do business.'*
- An environmental representative pointed out that *'understanding of policy is important. If a company is fined because they are not following Government legislation, that cost will be passed on to customer.'*
- A business customer/representative stated that *'from a legal perspective, this is of high importance for us. There is a risk of big fines, so we need to be kept updated.'*

Table 3

Workforce renewal, skills and training

Network Intelligence

Government legislation/policy

Affordability and Vulnerability

Keeping the lights on

HIGH

Customer information and availability of data

MEDIUM

LOW

Customer awareness of WPD

- An energy/utility representative felt that affordability and vulnerability were a *'high priority because electric and gas is a prerequisite for living. People need to have the availability and it needs to be affordable for everyone including the vulnerable.'*
- An environmental representative argued *'there is a moral obligation for basic needs.'*
- An energy/utility representative said *'I think affordability and vulnerability should be separated.'*
- A business customer/representative commented *'I don't understand how affordability is the problem of a DNO, because it is the supplier who provides the bill. I don't know what qualifies as vulnerable. Am I considered vulnerable because I live in the middle of nowhere?'*
- There was consensus that 'keeping the lights on' was the most important priority.
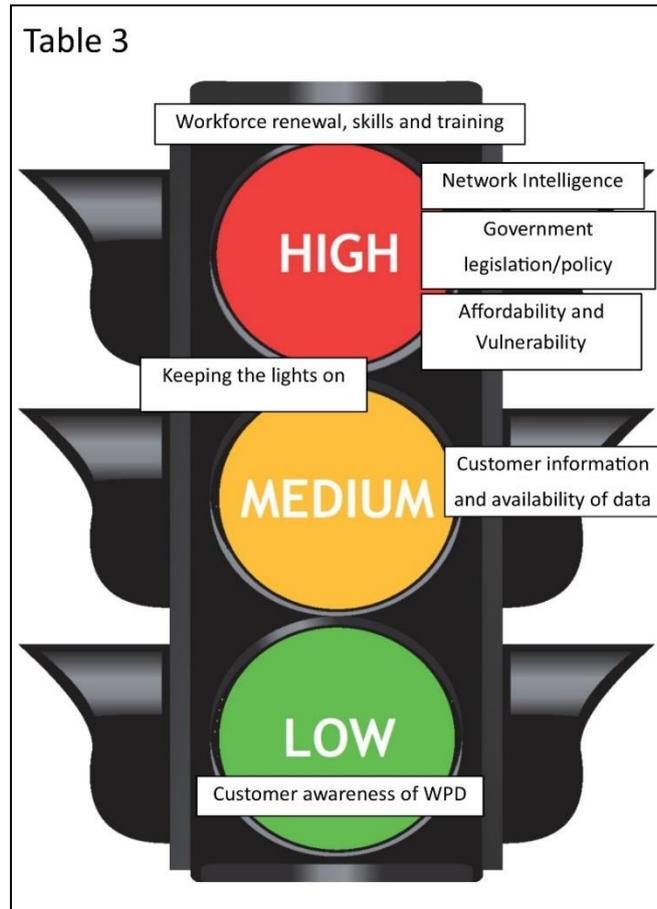
- An environmental representative suggested workforce skills and training *'is a medium level priority. I see this as the norm, so it should not be needed as a high priority.'*
- A business customer/representative commented that *'there is a constant churn of staff and you need to make sure the people in the work force know what they are doing and you are future proofed. What WPD does is different from what it used to do. When they replace things, it is the newer technology. The picture is always changing.'*
- An energy/utility representative pointed out that *'electricity is dangerous, so you need well trained people.'*
- An energy/utility representative made the point that *'we are moving in the right direction with capacity mapping, but I don't think it is the highest priority. There needs to be access to better information, which is going to come from network intelligence. But customer info and data will fall out of this, so it is a mid-level priority.'*
- An energy/utility representative stated *'I don't think that customer data and information should be together. Your response times to customers can cause major problems. I would have customer data as a medium priority, but data very low.'*
- A business customer/representative said customer information and data *'is a medium priority.'*
- An energy/utility representative argued *'network intelligence is the most important priority.'*
- An environmental representative felt that of the options, *'keeping the lights on is the most important.'*
- An energy/utility representative argued *'I need to know how soon I can get capacity and, for accuracy of quoting, network intelligence is the most important priority.'*


Table 4:

- A business customer/representative said that *'my top three, in order, are (1) keeping lights on, (2) affordability and (3) customer awareness.'*
- There was general consensus that customer awareness is a high priority.
- An energy/utility representative asserted that *'network intelligence is higher than customer awareness.'*
- There was agreement amongst stakeholders that network intelligence is a high priority.
- An environmental representative affirmed that *'government legislation has to be a priority, but it needs to be proactive. You should be doing more to influence policy.'*
- An energy/utility representative argued that *'government policy is a medium-to-high level priority.'*
- Stakeholders agreed that government legislation / policy is a medium to high level priority.
- A business customer/representative commented that *'affordability is a high priority. We want the lights on at the end of the day.'*
- An energy/utility representative made the point that *'if it's not affordable, you will go into debt and you can't run a business like that. But it's the regulator's job to make sure it's affordable.'*

- Stakeholders agreed that affordability is a very high priority.
- A business customer/representative argued that *'keeping the lights on speaks for itself. It has to be a high priority.'*
- There was consensus that keeping the lights is a very high priority.
- An elected representative commented that *'workforce renewal is something in-house and is not an external priority. It shouldn't be on this list.'*
- A business customer/representative agreed that *'workforce renewal is a low priority. It's a given.'*
- An environmental representative asserted that *'workforce renewal is hugely important, but not necessarily to customers. We'd expect them to be doing this anyway.'*
- Stakeholders agreed that workforce renewal is a low priority.
- A business customer/representative made the point that *'network intelligence is one of the most important things. It's not for us to prioritise that, but we want them to prioritise that.'*
- There was consensus that customer information is a high priority.
- A business customer/representative said that *'WPD's priorities should be (1) network intelligence, (2) customer information and (3) keeping the lights on; but in no particular order.'*
- An elected representative said that *'balancing customer information with network intelligence is important.'*
- An energy/utility representative felt that *'WPD's main priority should be keeping the lights on.*

> **" Keeping the lights on speaks for itself. It has to be a high priority. "**

Table 4

	HIGH
Keeping the lights on	Affordability and Vulnerability
Network Intelligence	Customer information and availability of data
	Customer awareness of WPD

MEDIUM
Government legislation/policy

| LOW |
|---|
| Workforce renewal, skills and training |
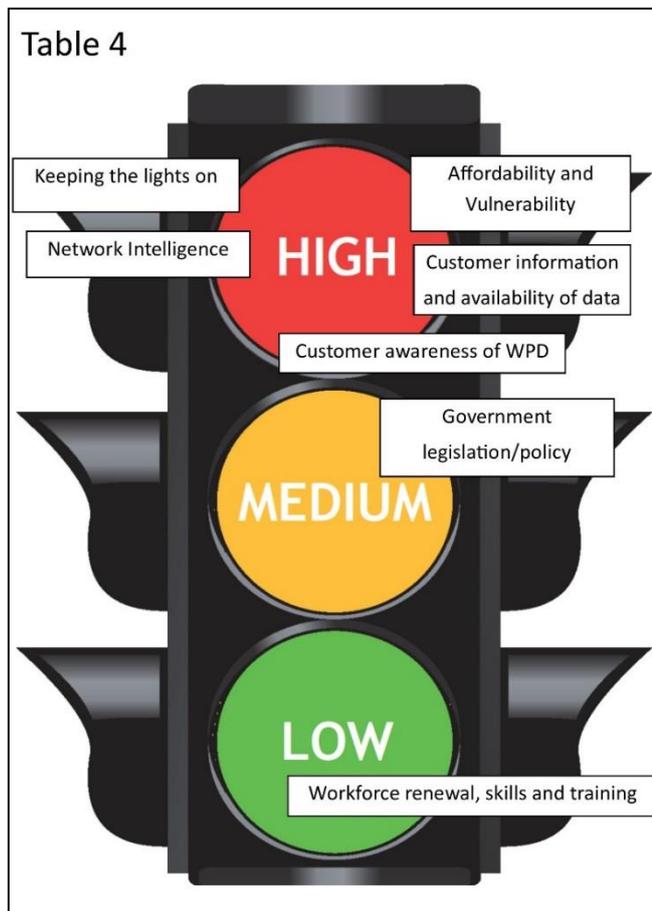
You don't want customers knowing about you if you do this effectively. It should be retailers doing the engagement. However, if you fail to do this, customer awareness and customer information come into play. My challenge for WPD is that retailers are there to support customers, and you are there to support them when the lights go out. Do you need to go further than that?'

- An elected representative claimed that *'if you're not active in customer engagement, you will stagnate as a company and nobody will know about you.'*
- A business customer/representative felt that *'keeping the lights on and affordability are interlinked. They are the top two priorities.'*

Table 5:

- An environmental representative said *'in terms of customer awareness, knowing who to phone when the lights go off is important, finding the WPD number. The fridge magnets are great as I now know your number.'*
- A local authority officer felt that this was *'not important. There is only one important thing on the list: keeping the lights on. Everything else is medium to low.'*
- An environmental representative pointed out *'people do need to know who you are and who to call.'*
- An energy/utility representative said network intelligence is important because it creates *'opportunities for the economy.'*
- A business customer/representative stated that *'government legislation and policy is very low.'*
- A business customer/representative felt *'I don't think WPD can make a difference [to government legislation].'*
- An energy/utility representative said *'the only people who get excited by government legislation are anoraks and government affairs managers.'*
- An environmental representative pointed out it is *'important as you need to be aware of it for future action.'*
- A business customer/representative felt *'network intelligence is more useful.'*
- An environmental representative disagreed saying *'policy is more useful.'*
- An energy/utility representative said *'I think network intelligence is really important for WPD.'*
- An environmental representative thought government legislation / policy was a *'major driver.'*
- An energy/utility representative pointed out the *'increased move to local democracy makes it more approachable so more people are engaged.'*
- An environmental representative felt affordability and vulnerability was *'very important but not your responsibility. It's government's responsibility. You're providing a business. You're not a charity. It should be low down.'*
- A developer/connections representative felt that *'as a citizen it should be a high priority. You are a leader in other aspects so why not this one and use it as good PR.'*
- A business customer/representative argued *'WPD is only a small proportion of the total cost going forward.'*
- There was consensus among stakeholders that keeping the lights on was very important.
- A developer/connections representative stated that under workforce renewal, skills and training *'WPD should work with engineers. I can see people leaving. It's a huge problem.'*

Westbourne
Engage Opinion

- An energy/utility representative highlighted that *'civil servant friends of mine see stripping out of knowhow. There is a need to invest in people.'*
- An energy/utility representative commented that it should be ranked *'very high, you need the knowledge.'*
- An elected representative raised the point that *'skills are more important than government policy.'*
- An environmental representative pointed out *'there is no point you looking after your staff if you don't have a business so you have to do this first.'*
- A business customer/representative disagreed, stating *'no, you need the skilled people to build the business.'*
- An environmental representative highlighted that WPD *'gets skilled people by how much you pay them.'*
- A developer/connections representative said *'I talk to people who have worked for WPD for 20 years. You need people that have the intelligence to work across the network. You need to attract engineering graduates. You can't keep the lights on if you don't have the skilled people.'*
- A local authority officer stated that (s)he *'wants availability of data.'*
- A local authority officer commented *'if I want to know where there's an underground cable, that information is now easily available which is good.'*
- A business customer/representative pointed out that it is *'entwined with network intelligence, as you can find more about the network.'*
- A business customer/representative raised the point that *'keeping the lights on is more than just that, it's about resilience, emergencies and demands. Not just now, but also in the future.'*
- A developer/connections representative commented that *'all of these feed into keeping the lights on.'*

Table 5

Keeping the lights on
Workforce renewal, skills and training
Government legislation/policy
HIGH

Customer awareness of WPD
Network Intelligence
MEDIUM
Customer information an availability of data

Affordability and Vulnerability
LOW

- A local authority officer argued that *'resilience of keeping power on in properties is priority number one.'*
- A local authority officer commented that (s)he experienced *'two power cuts last week.'*
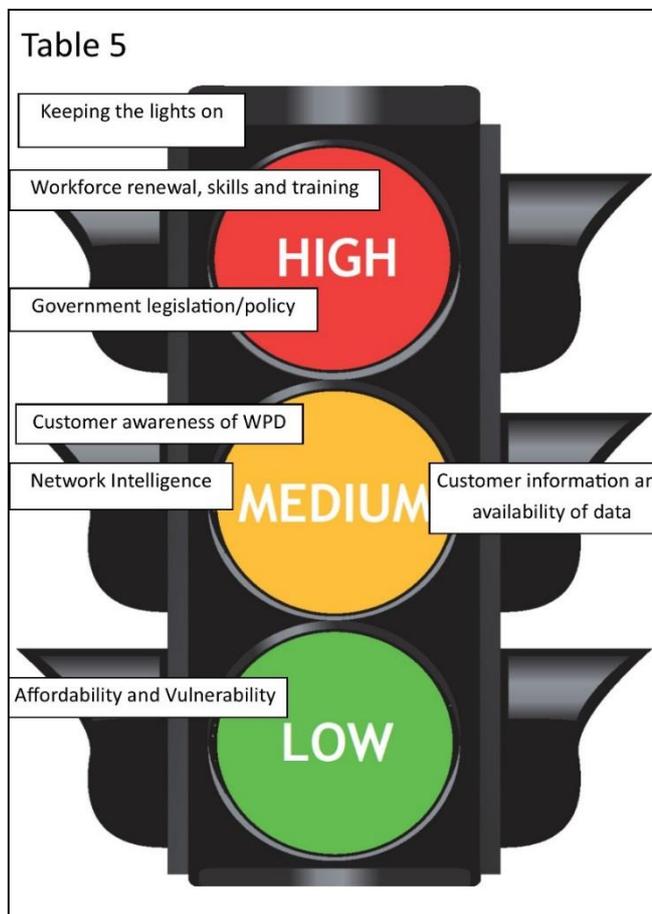
- A business customer/representative commented that the *'power goes off quite regularly.'*
- A business customer/representative raised the point that *'customer satisfaction is a crucial measure – if this is fluctuating. I'm doing up a property with several electricians and every electrician is dissatisfied with WPD.'*
- An energy/utility representative considered *'customer satisfaction by sector would be good as maybe electricians aren't satisfied.'*
- A business customer/representative felt that *'there should be awareness and satisfaction as a topic.'*
- A local authority officer commented that *'some of the older people don't recognise WPD. Staff awareness of how they talk to people could improve.'*
- A developer/connections representative made the point that *'WPD is the favourite DNO in terms of interactions.'*

❝ Everything else is a means to the end result of keeping people's lights on. ❞

Table 6:

- The consensus among stakeholders was that keeping the lights on was the most important priority.
- A developer/connections representative mentioned that *'everything else is a means to the end result of keeping people's lights on.'*
- A voluntary organisation representative disagreed saying *'it depends which bit you are talking about. Value for money is important, but if you are talking about services then priority services are more important for consumers because it concerns their safety.'*
- A developer/connections representative agreed *'that's right. When you split it in two, it is different. Additionally, customer information, especially the process through which it is kept up to date, must be a medium at the very least – it is imperative that you have up to date data on those who are vulnerable.'*
- An energy/utility representative agreed that workforce renewal, skills and training needed to *'be a very high priority. Without the right people you can't keep the lights on.'* A developer/connections representative and an elected representative agreed.
- A voluntary organisation representative commented *'if WPD want to prioritise how to spend its money, workforce renewal, skills and training must be high as it helps customers.'* An elected representative, energy/utility representative and developer/connections representative agreed.
- A voluntary organisation representative stated *'I don't understand why government legislation and policy is important, because it isn't in your control.'*

- A developer/connections representative agreed *'you can't do anything about it. Though I suppose if you have to do it, it is just as important as keeping the lights on.'*
- A developer/connections representative commented *'yes, it is normally an industry effort so it doesn't differentiate WPD. Therefore, it is the high end of low.'*
- A voluntary organisation representative made the point that *'affordability and vulnerability are the key concerns for us. You can do more about one than the other though. Affordability, you cost what you cost. Vulnerability is something you can do more about, it is therefore more important.'*
- A stakeholder requested that 'environment' was added to the long-term priorities. An elected representative suggested it was a high to medium priority, which the table agreed to.
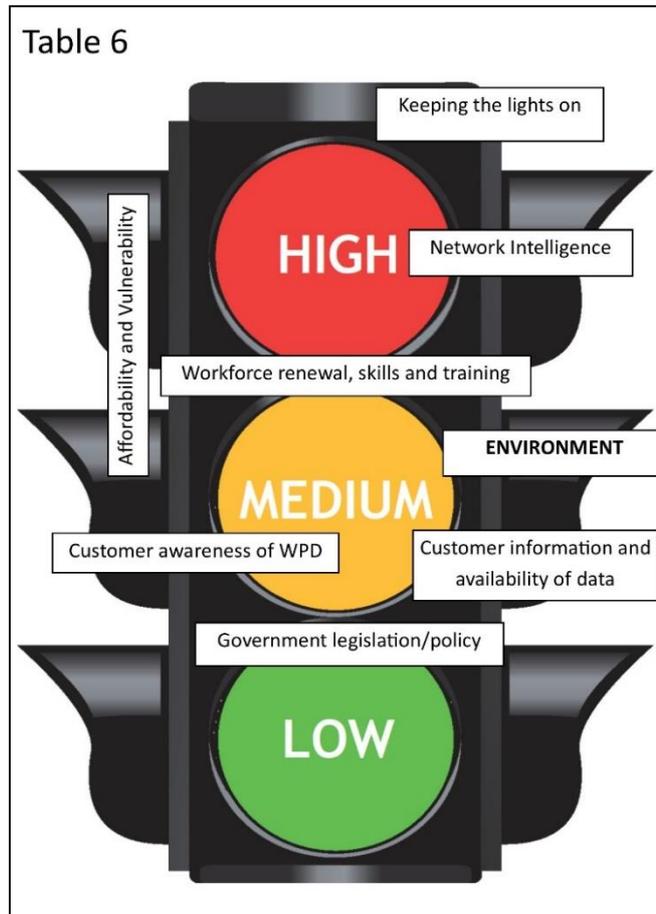

Table 7:

- A developer/connections representative agreed *'yes, keeping the lights on is the most important.'*
- A developer/connections representative considered *'it depends with customer awareness, whether you're looking at a customer point of view or company point of view. From my point of view I care about network intelligence just because we're looking at connection applications both with customers and developers, and we're focused on the network looking at all the various things you have going on and are working well. For customers that may not be so important though.'*
- An energy/utility representative stated that *'if you have an intelligent network it works hand in hand with keeping the lights on as it would say where you have problems.'*
- A voluntary organisation representative mentioned *'your network intelligence allows you to decide your priorities, so I'd put it above or at the same level.'*
- A developer/connections representative raised the point that *'you would assume you need that network intelligence to keep the lights on, but if you think about it may be the other way round.'*

- A voluntary organisation representative argued *'yes, I suppose every organisation has to have the capacity for workforce renewal or it'll fall apart. The point is if you have a workforce it should be near the top but if your workforce is strong already it should be nearer the bottom.'*

- An energy/utility representative commented that *'to Western Power it's probably fairly high but to stakeholders it's not as high as you'd look at the Business Plan and hope it's covered in there. WPD probably consider it a high priority but for us it's really not. You'd expect them to try and do that anyway.'*

> " *If you have an aging workforce it should be near the top but if your workforce is strong already it should be nearer the bottom.* "

- A developer/connections representative stated *'the only issue is we'll have everything in the red [high priority]! We're just saying everything is a high priority.'*

- A developer/connections representative thought that *'it's difficult when you look at affordability and vulnerability as compared to government legislation, which you have to comply with – so I think you'd put it a bit further down.'*

- An energy/utility representative mentioned *'I'd put everything in the red [high priority]! I need information to find out where the network capacity will be so that's very important. A lot of these points interlink though and are pretty similar.'*

- An energy/utility representative pointed out that *'also the more data you provide the less likely we are to phone you up and ask for it so it's helping you to get less calls and queries and it helps you. It also stops the issues of a lot of pointless out of date applications that you otherwise wouldn't have to deal with.'*

- A developer/connections representative agreed *'yes, you might be so far behind in the queue with your application that the data is then out of date.'*

- A developer/connections representative remarked *'an intelligent network as a priority would allow you to know what's going on without having to rely on people having to contact you.'*

- A developer/connections representative said *'you are doing an awful lot, like with fridge magnets, to raise customer awareness already so I'd definitely put it lower down. The investment has already been done, with the magnets and leaflets saying if you have a power cut call this number. WPD has been there and done that, so you could definitely lower that as a priority.'*

- A developer/connections representative highlighted *'legislation is mandatory and you can't ignore it so it's got to be top. Presumably it has an impact on keeping your lights on. As a DNO do you get special dispensation, if you have transformers in stock, do you have to follow the same set of rules?'*

Table 7

- A voluntary organisation representative felt that *'if I was a shareholder putting millions of pounds in, I'd expect you to help shape the legislation making sure there's no stupid rules being put through, so I'd be there making sure you are there shaping the legislation and making sure it works with your company not against it.'*
- A voluntary organisation representative considered that *'affordability is a top political priority, vulnerability is lost in affordability and the politicians are supposed to keep the prices down to get votes - but having prices down also removes the subsidies and makes more people vulnerable!'*
- A voluntary organisation representative stated *'being part of your organization you are supposed to feel responsible for your customers so yes, as a company, that's partly what you're there for.'*
- An energy/utility representative argued that *'WPD has a responsibility to keep the lights on but also a social responsibility to its customers. But keeping the lights on is top, with everything else following.'*
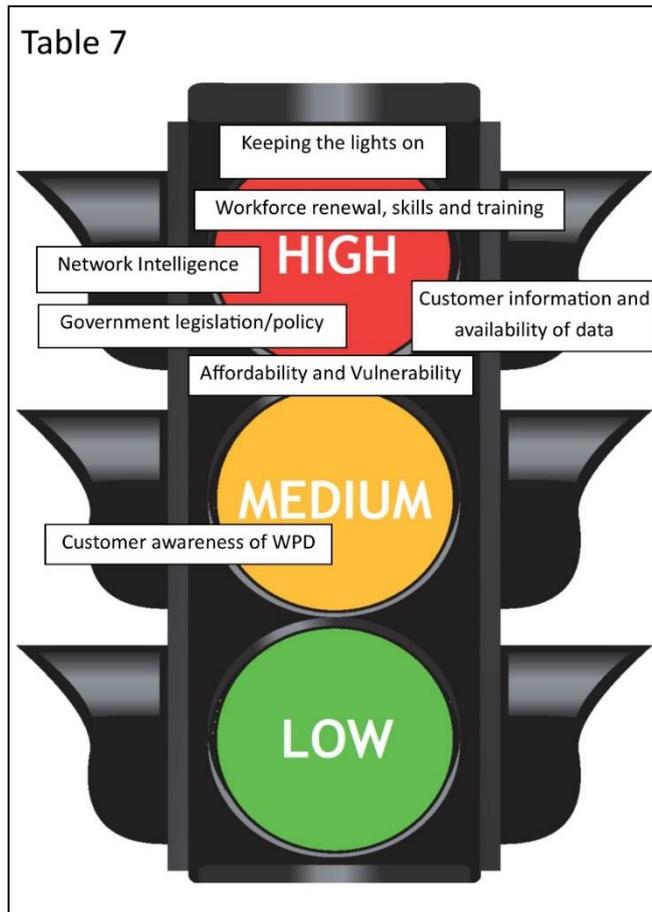
Table 8:

- A housing/development representative said *'customer awareness should be in the middle. Because it's not the most important and it's not the least. I think reliability should be top.'*
- An energy/utility representative said *'it [customer awareness] is very important for some customers and not at all for others. The average is in the middle.'*
- A housing/development representative said *'it's difficult to say how much awareness customers should have. Since privatisation, people have lost touch with who runs distribution. If somebody's got a particular need, then they should know who to call.'*

- A housing/development representative said *'the importance of network intelligence depends on what perspective: from consumers, suppliers or WPD?'*

- An energy/utility representative said *'as I understand it, London DNOs have metering at all their substations. Does that give them an advantage in terms of how they operate? Keeping the lights on, for me, is my priority. If network intelligence is part of that story then it's important. Would it not be more cost effective to simply meter all the substations, rather than buying smart meter data? You can't force people to have a smart meter.'*

- A housing/development representative agreed, adding *'why not take control of what you've already got control of?'*

- An elected representative said *'I suppose government legislation really concerns WPD more than the average customer. It is an important one, because you have to know what you're doing.'*

Table 8

Keeping the lights on

Affordability and Vulnerability

HIGH

Customer information and availability of data

Network Intelligence

Workforce renewal, skills and training

Government legislation/policy

MEDIUM

Customer awareness of WPD

LOW

- An energy/utility representative said *'in terms of complying with government legislation, it's important. I guess the best thing about policy is to lead by example. It goes across the priorities and across the Business Plan areas. Some are important and some are just stupid.'*

- A housing/development representative said *'affordability and vulnerability is the most critical and most crucial. It's got to be a priority, but then again all of these factors are a high priority. Although if someone's not aware of WPD, it's not going to kill them, is it? If someone's got a medical injury or fuel poverty, it could lead to death or injury.'*

- A connections/developer representative added *'everyone's concerned about affordability aren't they?'*

- An energy/utility representative said *'in terms of keeping the lights on, the maintenance of the kit is important. You've got helicopters and fire engines converted to pumping stations. Without all those things, if the lights go out, sometimes people don't know that it happens.'*

- An energy/utility representative said *'about the supply gap, it depends on who you speak to. Some people think it's a big problem, others not.'*

- An elected representative said *'I suppose the technical training side of things is important, but it's more of an in-house thing, rather than a priority for the public.'*
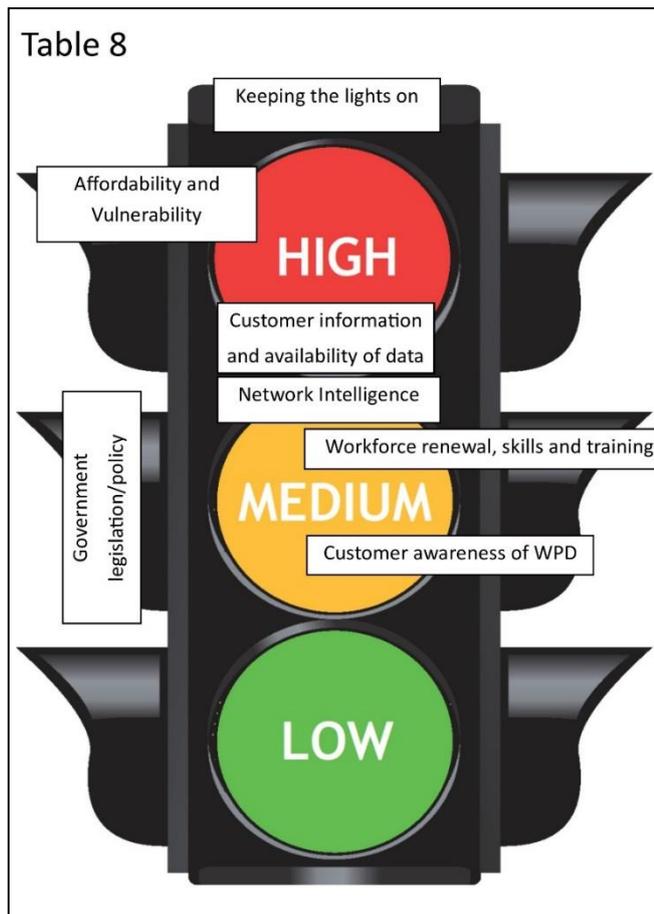
- A housing/development representative said *'skills and training is more important than customer awareness.'*
- A housing/development representative added *'I agree, customer information is important. Rather than having to request information and wait for it to arrive, it would be useful if these were available for easy access. From the point of view of my business this is important.'*

5.4   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.

Q1. How do you rate the long-term priorities?

Overall results:

Priority	Score
Keeping the lights on	4.25
Network intelligence	4
Affordability and vulnerability	3.76
Workforce renewal, skills and training	3.47
Government legislation/policy	3.44
Customer information and data	3.28
Customer awareness of WPD	2.4
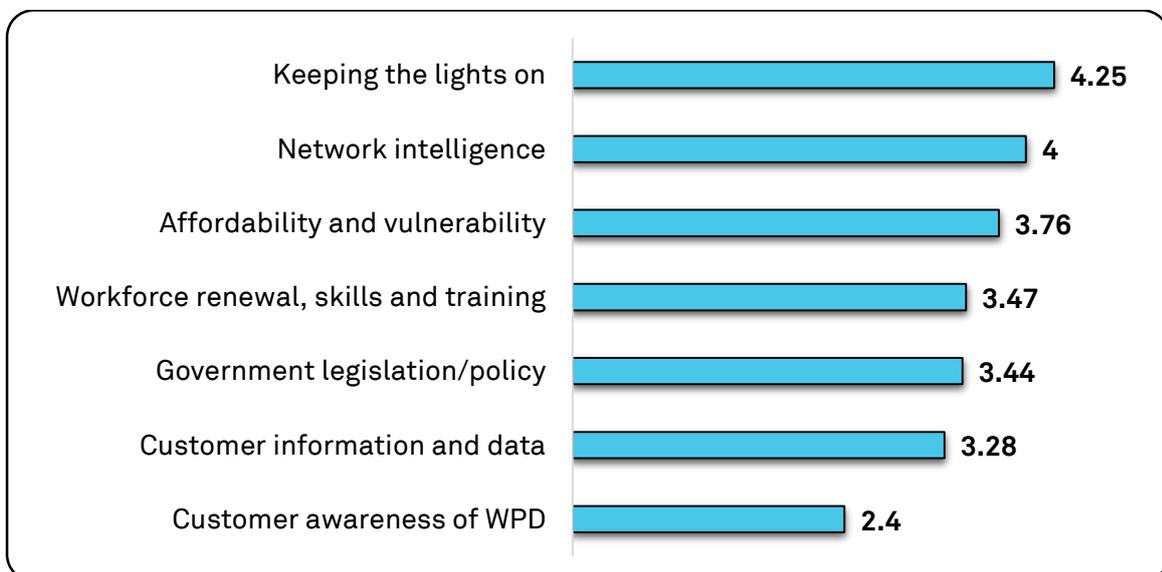
Priority by priority results:

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

		%
Not a priority at all	1	11%
	2	8%
	3	0%
	4	6%
Highest priority	5	75%

Average score = 4.25

Westbourne
Engage Opinion
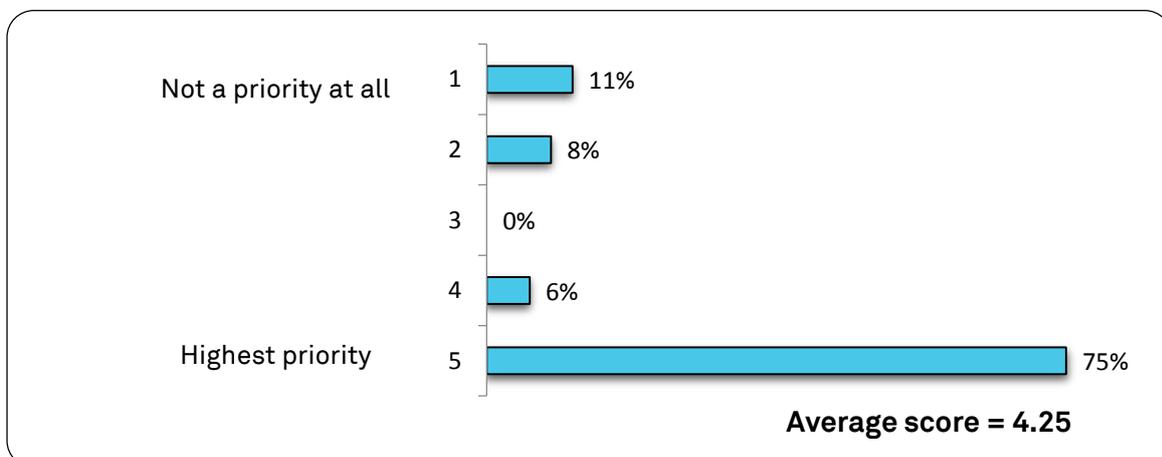
How do you rate network intelligence as a long-term priority?

Not a priority at all — 1 — 3%
2 — 6%
3 — 22%
4 — 28%
Highest priority — 5 — 42%

Average score = 4.0
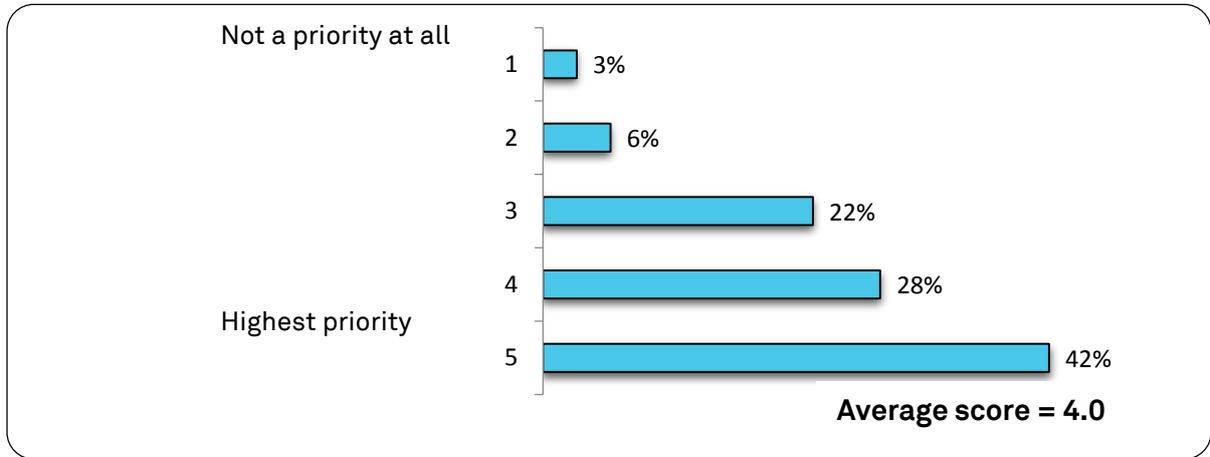
How do you rate affordability and vulnerability as a long-term priority?

Not a priority at all — 1 — 6%
2 — 6%
3 — 27%
4 — 27%
Highest priority — 5 — 33%

Average score = 3.76
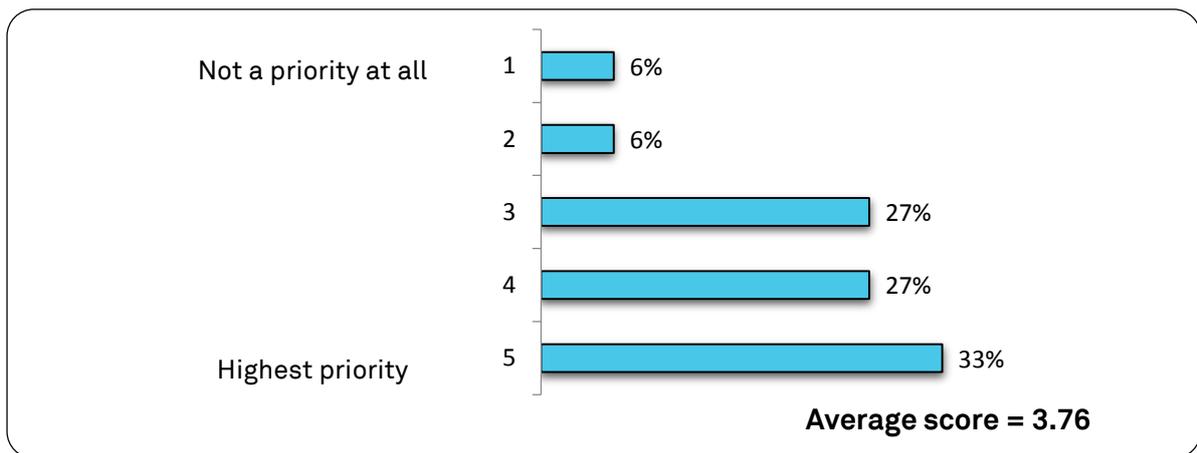
How do you rate workforce renewal, skills and training as a long-term priority?

Not a priority at all — 1 — 8%
2 — 3%
3 — 36%
4 — 39%
Highest priority — 5 — 14%

Average score = 3.47

Westbourne
Engage Opinion
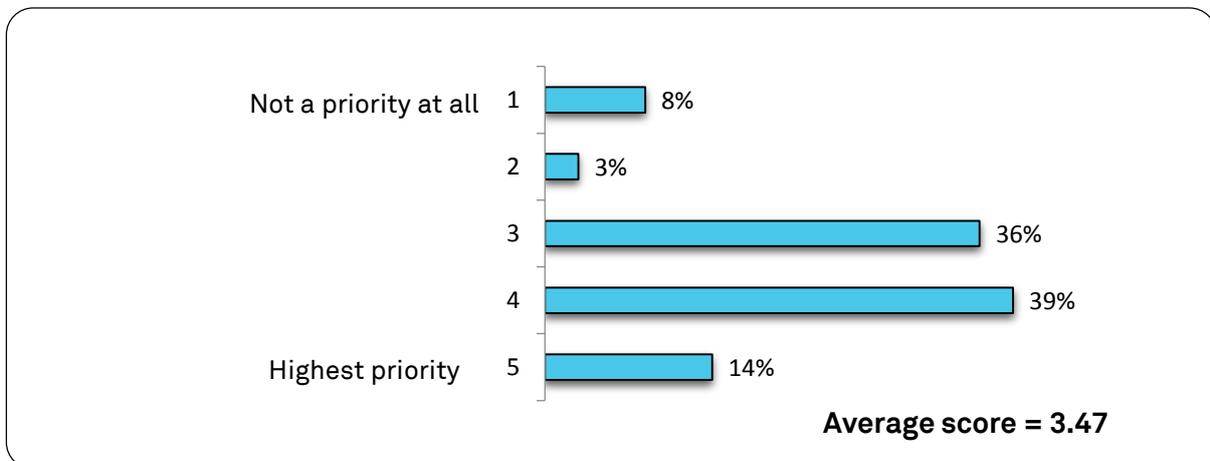
How do you rate government legislation / policy as a long-term priority?

Rating	Percentage
Not a priority at all — 1	3%
2	22%
3	33%
4	11%
Highest priority — 5	31%

Average score = 3.44
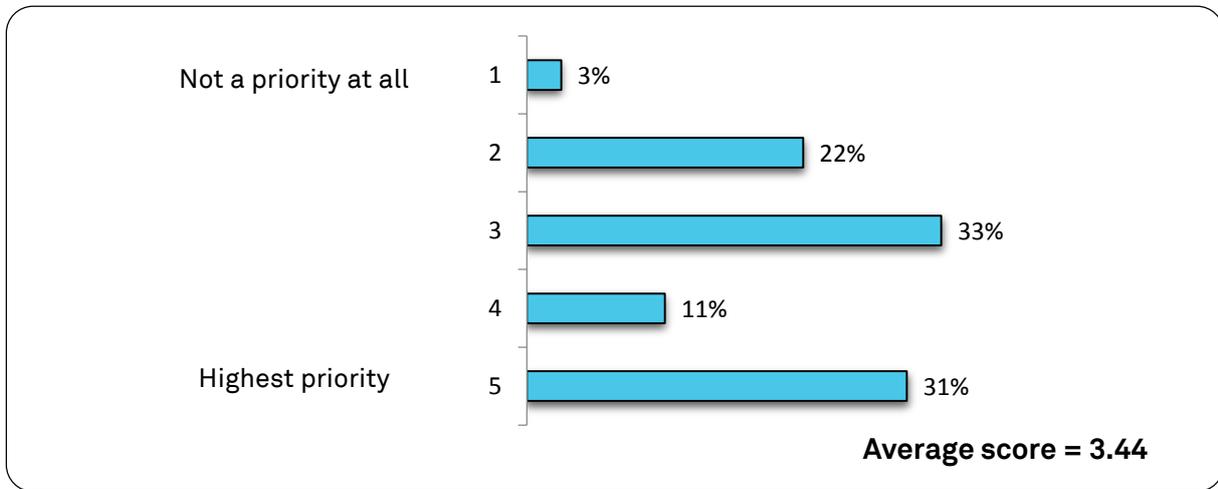
How do you rate customer information and data as a long-term priority?

Rating	Percentage
Not a priority at all — 1	0%
2	19%
3	47%
4	19%
Highest priority — 5	14%

Average score = 3.28
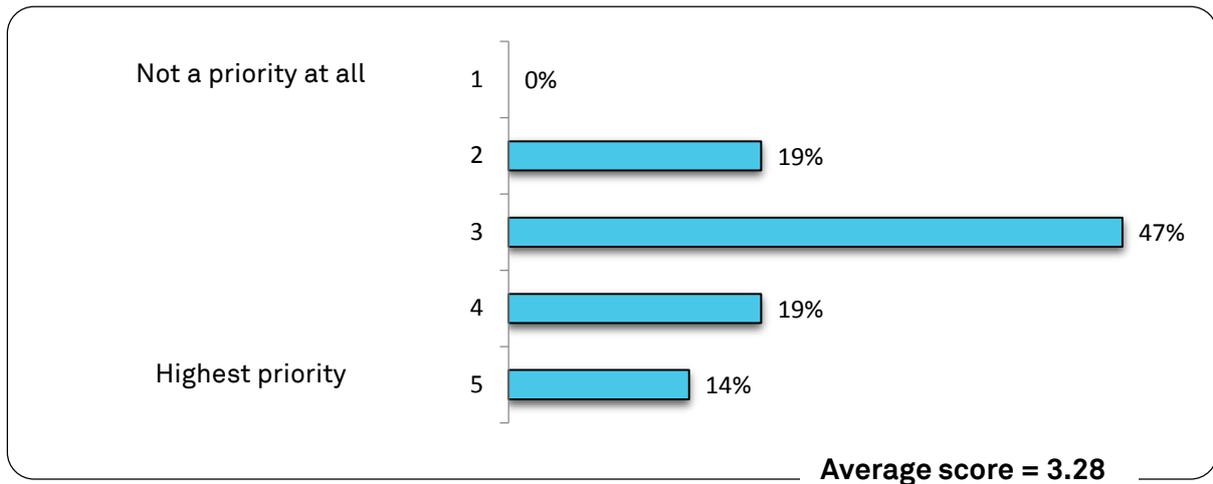
How do you rate customer awareness of WPD as a long-term priority?

Rating	Percentage
Not a priority at all — 1	26%
2	29%
3	31%
4	9%
Highest priority — 5	6%

Average score = 2.40

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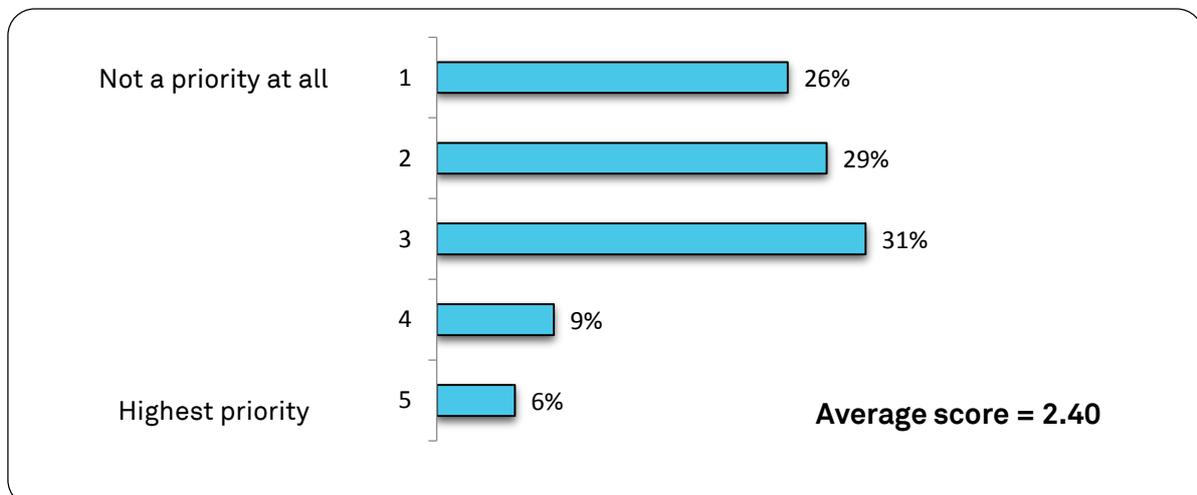
6. Workshop 3: Long term - Starting to address these priorities

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

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

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

Table 1:

- An energy/utility representative asked *'what about physical adverts? Such as billboards and bus adverts, etc.'*
- An academic/education institute representative felt that *'the only thing they could usefully increase is school education, and community groups. The problem with direct mailings is that quite a high per cent go straight into the bin. There are a group of people who will never be informed because they just do not want to be. There is never 100% engagement. The fridge stickers are the best idea, they stick around, excuse my pun.'*
- A developer/connections representative pointed out that *'everyone remembers creature comforts, there are some advertising methods that are quirky that are quite good.'*
- An academic/education institute representative agreed, stating *'it sticks, it's subliminal.'*
- An energy/utility representative highlighted *'if there is a big incident, it's an opportunity to raise awareness of WPD.'*
- An academic/education institute representative made the point that WPD could *'use existing community channels, such as advertising in church halls and councils.'*

Table 2:

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

Table 3:

- An energy/utility representative said *'I can't think of anything WPD isn't doing. If anything, they are going further than they need to.'*
- A business customer/representative commented that *'short of knocking on people's doors, I think they are covering it.'*

Table 4:

- An elected representative affirmed that *'WPD needs to have a personality. You need to define WPD and what you do. Ultimately, it's about building a memorable profile.'*
- A domestic customer/representative commented that *'WPD could be considered faceless, given the nature of your work. Maybe you should contact everybody, immediately after you've restored power in a failure situation.'*
- A business customer/representative said that *'it's about building a relationship with the customer at the end of the day and then you can use these different methods to develop that relationship.'*
- An environmental representative argued that *'you could partner with local councils and housing associations.'*

Table 5:

- An environmental representative suggested *'more labelling of vans. More merchandise.'*
- A WPD representative stated *'details on vans was an action from last year's workshops.'*

Table 6:

- A voluntary organisation representative said that *'SSE have said that their customer forum is useful and they genuinely act on the feedback they receive. It may be useful to consider implementing something like that. Talking to consumers is the most useful. SSE refresh it regularly, and have around 16 people. Another thing to consider is that for those Welsh customers, they may not speak up in English dominated forums, so you may need to cater for this.'*

Table 7:

- A developer/connections representative made the point that *'it's difficult, as maybe younger people use social media and smart phones where older and more vulnerable people wouldn't use those routes so you have to keep the older formats too.'*
- An energy/utility representative agreed *'yes, face to face contact with people is important too, particularly WPD staff not necessarily via other agencies, a bit like you have done today.'*

Westbourne
Engage Opinion

- A voluntary organisation representative considered *'what about partnership working or joint promotions? With councils that want to do it, it can definitely work.'*
- An energy/utility representative disagreed *'that suggestion [joint promotions] is already in there within point one at the top of the list.'*

Table 8:

- A housing/development representative said *'I think sponsorship is missing. WPD could sponsor Bristol Rugby. It costs an absolute fortune to direct mail all of those households, and the majority of them will see it as junk mail and it will go straight in the bin, so I think direct mail has seen its day.'*

> ❝ *It's difficult, as maybe younger people use social media and smart phones where older and more vulnerable people wouldn't use those routes so you have to keep the older formats too.* ❞

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	●●●●●●
Advertising on assets—vans, substations, durng incidents and large operations	●●●
Utilising existing community channels—WIS, newsletters	●●●●

Table 1

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An energy/utility representative pointed out that *'television adverts can be very expensive and not very effective.'*
- A developer/connections representative stated *'keeping children aware in their formative years is very important and a long-term solution.'*
- An elected representative pointed out *'also children will go home and tell their parents.'*
- An academic/education institute representative highlighted that *'youngsters like to educate their parents.'*
- An energy/utility representative stated *'I think it's disappointing that there are no stickers against social media.'*
- A developer/connections representative considered *'social media is good because it's insular.'*
- An elected representative pointed out that *'instant response is good, it's clear that it's a person talking to you and it's no longer a faceless organisation, and I think that's a valuable part of social media. It's the very opposite of ringing a call centre.'*

Table 2:

Westbourne
Engage Opinion

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	⬤ ⬤ ⬤ ⬤ ⬤ ⬤ ⬤

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Table 2

- A developer/connections representative stated *'I don't care about customer awareness at all. I don't think I am going to vote for any.'*
- An energy/utility representative commented that *'the school programmes are the best for me. I am an ex-primary school teacher but there is part of the curriculum which is focused around electricity so you could be feeding directly into the science curriculum.'* (S)he added that *'if you give kids a fridge magnet as well, they will tell their parents about all the exciting things they did that day and children do have a big influence on their parents and family. You are covering both your safety issues and raising awareness at the same time.'*
- There was a clear and strong consensus that expanded school educational activities was the most important priority.
- A legal representative supported expanded social media presence and stated *'modern communication is revolving around a hand held device.'*
- An energy/utility representative agreed and added *'I use the BBC weather application and it is very useful. The younger generation is more inclined towards that sort of thing.'*
- A legal representative disagreed with expanded television advertising and commented *'television and media just have too limited markets. It is not the primary media or resource. It is a waste of money. I agree that Twitter is a tricky one but certainly mailing and website are the best tools.'*
- A legal representative considered *'whether the ageing population has any digital capability. But perhaps we should focus on the kids because they are going to drive us all to make changes in the future.'*

Westbourne
Engage Opinion

- A developer/connections representative felt that *'schools education is more of a corporate social responsibility rather than customer awareness. Kids should be made aware of electricity and energy.'*

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	

Table 3

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An energy/utility representative said *'direct mailing is very important and website information.'*
- A business customer/representative said *'I think a leaflet to GPs is important, so website and leaflets are important.'*
- An environmental representative commented *'I would suggest direct mailings are the most important because it can be sent to everyone, but the website is also important if you need more information.'*
- An energy/utility representative said *'I would suggest the website is not all that important, because if the power is out, your computer might not work. Direct mail is important.'*
- An energy/utility representative made the point that *'the website is good for people to click and have the information. Also, so many people have apps and just click on an app and have instant access. Direct mailing is important because the magnet is effective.'*
- An energy/utility representative stated *'I don't think WPD need to invest in people going into schools to talk about safety. Maybe to keep kids from flying kites into the power lines?'*
- A business customer/representative felt that *'if they are going into schools, they should target areas that might have electricity danger, to warm them not to go near.'*

Westbourne
Engage Opinion

- An energy/utility representative complained that *'a lot of TV adverts pass me by. I just shut off. I would not want WPD wasting money on something that is ineffective.'*
- An energy/utility representative made the point that *'SSE bought an advert with an orangutan, but it was seen more through social media rather than on the television. Social media is more popular than television now.'*

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	
Build a memorable profile/brand	●●●●
Partner with local councils and housing associations	●

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Table 4

- An elected representative commented that *'building your profile is important.'*
- A business customer/representative made the point that *'I think partnering with local councils and housing associations is important and I'd like to vote for that.'*

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	⬤⬤⬤⬤
WPD personal brand advertising (e.g. vans)	⬤⬤

Table 5

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A business customer/representative commented *'the only place I go now to find out information is on the web.'*
- A local authority officer commented *'I listen to the radio and the kids listen to the radio.'*
- A local authority officer stated *'I don't actively remember a radio advertisement.'*
- A local authority officer commented that his/her *'mother-in-law is 96 and she sits there watching TV so she would see it.'*
- An energy/utility representative suggested that WPD should *'tie it into TV storylines to increase impact.'*
- An environmental representative commented that *'social media and smartphones are a growing area but for recreation mainly.'*
- A business customer/representative suggested *'if you had a smart meter it could be linked to that.'*
- A local authority officer stated that (s)he *'doesn't get a signal in my area for smart meters.'*
- A local authority officer, when discussing direct mailing, suggested *'you need the envelope labelled clearly that it's important.'*
- An energy/utility representative commented that *'school children are great salesmen.'*
- A business customer/representative highlighted that the *'best way to know what to do is ask kids.'*

- A business customer/representative felt that *'it's a good thing for safety for kids. Common sense training, this is of particular interest.'*
- An environmental representative highlighted that *'billboards work on me, bus stop advertising is also good.'*

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	● ● ● ●
Customer forum (similar to SSE) in each area	●

Table 6

- An energy/utility representative commented that WPD should *'consider doing more TV advertising. Everybody watches TV, it reaches a wide audience. Additionally, school education activities are important for the future. Lastly, WPD should undertake more advertising in the local media.'*
- A developer/connections representative suggested that *'a customer forum would be useful, especially area by area. School outreach is also very important, reaching that next generation. I don't think you should concentrate much more energy on TV adverts, I personally switch off during adverts or don't pay too much attention to them. Therefore, perhaps concentrating more on a website, it's a good medium to get information to people.'*
- A developer/connections representative continued *'customer forums are the best way forward, WPD should also think about expanding its social media presence. There are so many people on social media, it is a good way to get your messages across, as well as getting your name out there. When it comes to power being off, social media might be the best medium to use. Other DNOs are using Twitter especially as a form of interaction. In an event where someone's power goes off, and WPD are tweeted, it would be good if someone can respond to say that you are sending an engineer out. All*

in all, it is good for customer awareness. I also think a schools outreach programme is worth spending time on, but TV adverts, in my opinion, do not work so well.'

- A developer/connections representative followed *'the situation I am thinking most about is when the power goes off. In that situation I don't know how I would find your number, my mobile phone would be the best. I don't know if that therefore means social media. Twitter might be too much, perhaps an app.'*

- A voluntary organisation representative suggested *'if you want to guarantee information gets to someone, the best and most effective way of doing so is direct mailing. After that, I think the best idea is the one you have already done - the fridge magnets, especially with regards to affordability and vulnerability.'*

- An elected representative commented *'TV adverts are very good but too expensive. Social media, I'm not sure about because it reaches certain people but not all. I think there should be more emphasis on local media, I often read my local paper. I also agree with some of the comments around the table about extending the school outreach programme, I think it is important to bring people in at an early age. On reflection, I think expanding the use of social media might be a good idea as it reaches a great volume of people.'*

- A consensus was reached that expanded social media/ smartphone apps and schools outreach were the most important actions.

- A voluntary organisation representative suggested that *'given that this is mostly about awareness - it surely links back to the suggestion about consulting with customers. I therefore think that customer forums make the most sense.'*

Table 7:

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	●●
Face-to-face opportunities with WPD staff	●●●

Table 7

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A voluntary organisation representative pointed out *'for me, joint promotion is the most important. With direct mailings or radio it depends how you want your company to be recognised, but to be honest you have the customers there anyway so it is not as if you have to raise the customer profile.'*
- An energy/utility representative highlighted that *'you have to move with technology and get involved with social media and also it's a cheaper way to engage rather than sending mail outs and doing face-to-face events.'*
- An energy/utility representative mentioned *'face-to-face is helpful for everyone. For instance, social media works for young people but with elderly people it's better to communicate face-to-face. You can't ask questions to a TV advert but you can face-to-face!'*
- A developer/connections representative stated *'I think you catch the older generation with direct mailing and you get the younger people with the website, where TV advertising really is a thing of the past.'*
- A developer/connections representative commented *'yes, you have to do direct mailing as the older generation will not be interested in new social media and schools are so important as you have to start young.'*

Table 8:

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	⬤⬤⬤⬤
Sponsorship of a sports team	⬤⬤⬤

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

Table 8

- An energy/utility representative said *'I struggle to see how a smartphone app could be useful. I can see why the AA should have an app, but not WPD.'*
- A housing/development representative said *'it would be useful to have push notifications when there's a power-cut.'*
- A housing/development representative said *'if you get something through the post it'll go in the bin, but if you go to the website you've chosen to go there so you're more likely to find it useful. But this does depend on the quality of the website.'*
- An energy/utility representative said *'I think local media advertising is very temporary in terms of its impact.'*
- A housing/development representative said *'radio, newspaper and TV wouldn't do anything for me.'*
- An energy/utility representative said *'TV is extremely expensive — it's not like you're selling a car.'*

- An energy/utility representative said *'apps are less useful because you still need to download them. I fought a long battle to get my company onto Twitter when it started, but now social media is a big thing.'*
- An energy/utility representative said *'I think some of your more vulnerable customers are further away from social media.'*
- A housing/development representative said *'a little old lady living in a bungalow isn't going to get her iPhone out.'*
- An energy/utility representative said *'I'm not sure about the fridge magnets in terms of value for money.'*
- A housing/development representative said *'I don't remember getting a fridge magnet.'*
- An energy/utility representative asked *'would sponsorship be a large or small team?'*

6.3 Are there any other points you would like to make

Table 5:

- An environmental representative commented that (s)he does *'not read the paper, doesn't watch TV, doesn't use social media. If it comes through the door I pay attention. Leaflet information is better than online because if I am online I won't go and look up DNOs.'*
- A business customer/representative highlighted that *'life is so busy, you only do something when you have to. Leaflets tend not to get stored or end up in a pile in the corner.'*
- An elected representative raised the point that *'the envelope you sent the fridge magnet in looks too much like junk mail. Need to make clear it's important information.'*
- An energy/utility representative pointed out that WPD should *'never waste a good crisis, it is just a question of timing. If you are entering a horrible time of year weather-wise, people may be thinking of what happens if the power goes out.'*

6.4 Stakeholder suggested activities

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.
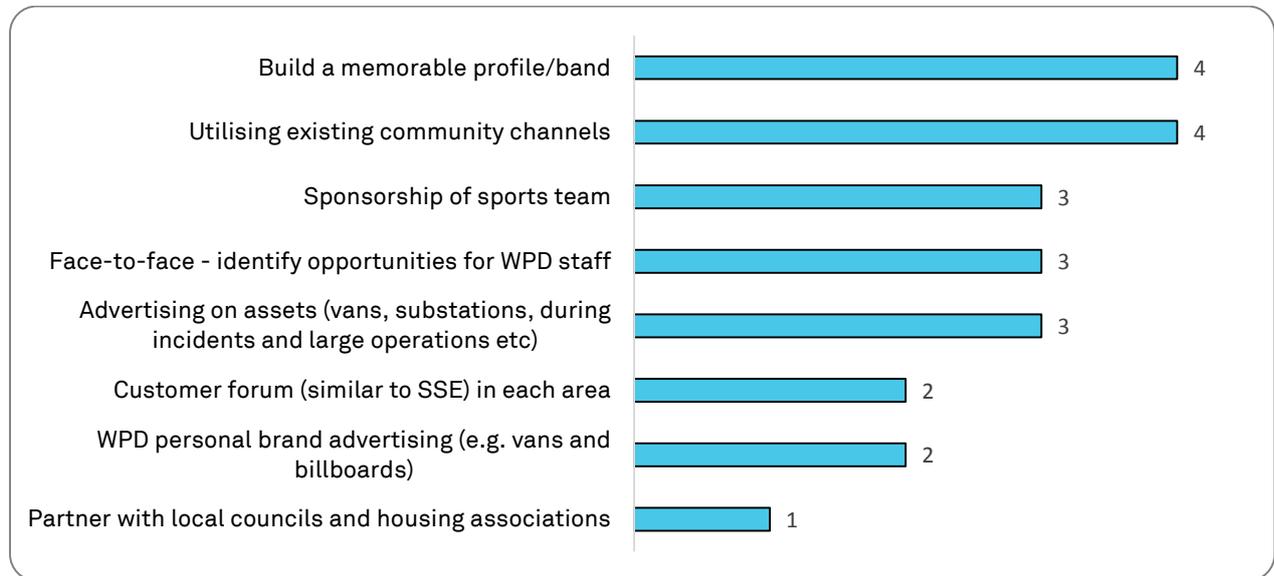
6.5 Individual voting results

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 with regards to customer awareness of WPD?

Q2. Of the actions identified, which is your lowest priority with regards to customer awareness of WPD?

Action	Percentage
Expanded website tools and leaflet information (distribution via targeted partners)	3%
More local media advertising (radio & newspaper)	8%
More television advertising	53%
Expanded social media presence and smartphone applications	13%
More direct mailings	18%
Expanded schools education activities – safety plus wider information	5%

Westbourne
Engage Opinion
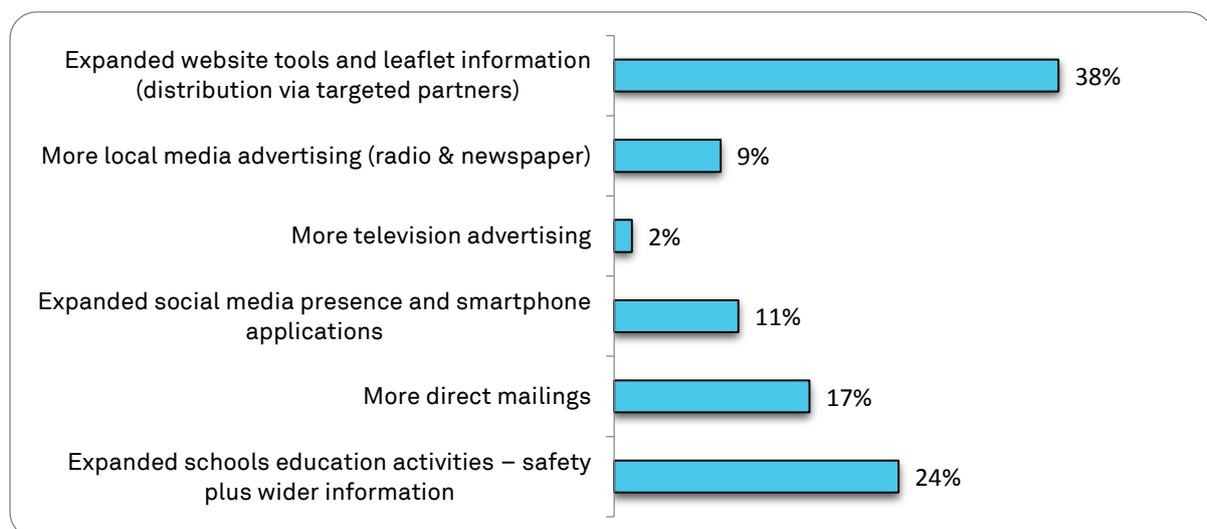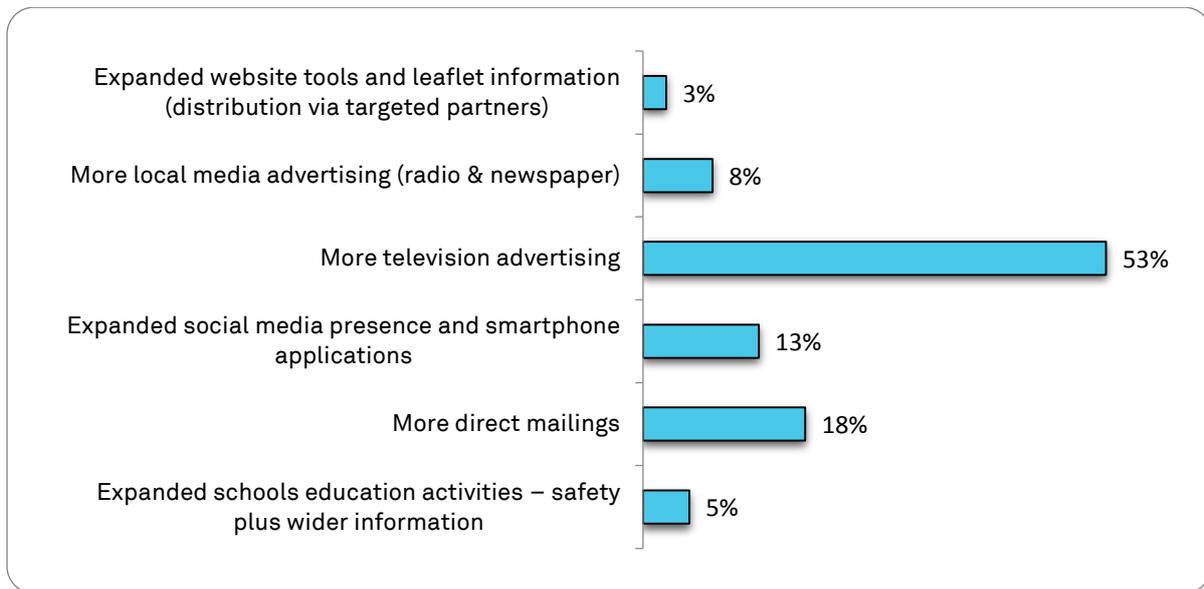
Affordability and Vulnerability

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

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:

- 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 1:

- An energy/utility representative stated *'I would like to add the collaborative element. Everything we do is joined-up.'*
- An energy/utility representative felt it *'helps to partner up and share the responsibility.'*

Table 2:

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

Table 3:

- An energy/utility representative complained that *'I don't agree with the priorities being grouped together, but I don't want to add any more priorities.'*
- An environmental representative considered *'I don't know a huge amount about the priorities, to say which would be the most useful.'*
- A business customer/representative pointed out that *'there are some wide ranging actions, so I don't think anything is missing.'*

Table 4:

- An environmental representative argued that *'there is an overlap between establishing an affordable warmth innovation scheme and investigating the feasibility of network solutions.'*

Table 5:

- A business customer/representative highlighted that *'technological changes to design features. Anything around new products on the market.'*
- A business customer/representative added *'energy efficiency and innovation.'*
- An energy/utility representative highlighted *'management of energy.'*

Table 6:

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

Table 7:

- A voluntary organisation representative stressed that *'network solutions and common networking of priority services can and should all be brought together.'*

Table 8:

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

6.7   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
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	●
Collaborate with other utilities and agencies	● ● ● ●

Table 1

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A developer/connections representative stated *'I think I'm still worried about the ability of a network company to help with the support of that [affordability and vulnerability].'*
- An energy/utility representative felt that *'the partnership between utilities is very important. It's about using other utilities to work together and achieve all the goals.'*
- A developer/connections representative stated *'the difficulty I have with this subject is that it is difficult to see what a supply company should be doing. Why should they do it? How do you distinguish WPD from EDF, or Centrica?'*
- An energy/utility representative commented that *'the emphasis is to help the customers, it's not about where it comes from.'*
- A developer/connections representative asked *'is it responsibility or some form of vulnerability? If it's purely unable to pay the bills, is it WPD's responsibility?'*
- An energy/utility representative stated *'I suppose you're just trying to widen what you want to do. WPD can help branch out and provide a benefit to the end customer.'*
- An energy/utility representative argued *'in terms of who's responsibility it is – by virtue of it, whoever your supplier is it's their responsibility. WPD is uniquely positioned to help where suppliers might be able to.'*
- An energy/utility representative said *'I'll give you a word of warning about the sharing of data. Trying to share data has gone backwards.'*
- An academic/education institute representative pointed out that s(he) *'ran into this problem when trying to set up system that would help WPD with their vulnerable customers. A lot of that knowledge is local, but if they can't tell you who's on your list, how can you tell?'*
- An energy/utility representative stated *'if there is one person who does not want their data to be shared it can ruin the entire process of sharing data.'*
- An elected representative commented that (s)he was *'not quite sure about what vulnerable customer resilience is.'*
- An academic/education institute representative made the point that *'if people live in an area where there are fairly regular shortages then you can do things like installing a type of UPS that has recently become available to give support.'*

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

- An energy/utility representative said *'you should be concentrating on improving networks - it is something that a DNO is uniquely positioned to do. As a supplier, we won't be able to do that.'*
- An energy/utility representative stated that *'in industries involving data management, we all need to know the information being circulated. For example, if I am a parish councillor, I have no access to this sort of information. I might know there is a power cut but how do I know who I have to go and check on?'* (S)he highlighted that *'there is a lot of opportunity with big data in terms of coordination. So, rather than someone from WPD coming down, someone with local information who has access to the data as well can do that.'*
- A legal representative said identifying fuel poverty hotspots was crucial as *'it is creating focus on vulnerable areas, which is necessary.'*
- A developer/connections representative argued that *'a lot of these things on the chart should be driven by the suppliers. It is commendable that WPD is trying to do it, but the suppliers are more visible so they should have a stronger relationship with the customer.'*
- An energy/utility representative added that *'suppliers do have a better grasp of understanding difficulties in paying bills.'*
- A developer/connections representative raised the point that *'if you start putting schemes like hardship funds on you might end up with a rent-a-granny scheme.*

People will be placing a vulnerable person in their house just to get some funding. I think it is open too much to abuse.'

- An energy/utility representative said *'innovation programmes are more complicated because you have to run a competition and vet people.'*
- A developer/connections representative commented that *'there are also other competitions already out there, like Green Deals. You would be saturating the market and burning money on administrating too many of those.'*
- An energy/utility representative highlighted that *'investigating network solutions is a way to avoid reinforcement by encouraging energy efficiency.'*
- A developer/connections representative said *'there is a real benefit for the network as well as the customer. It is a win-win.'*

Table 3:

Table 3

- An energy/utility representative felt that *'there are some good things here, but some of it should be taken care of at the national level. You shouldn't allocate money from funds, which should come from government or from the supply side. I would say practical support to vulnerable customers and improving customer resilience is most important.'*
- A business customer/representative complained that *'companies should take some responsibility to allocate funding as part of their corporate responsibility. I think investigating network solutions to tackle fuel poverty is a brilliant idea, and they could allocate some of their CR funds to it.'*

- An environmental representative argued for more *'practical support to improve vulnerable customer resilience. There should be some help for fuel poverty. There should be a partnership between the government and WPD to use their expertise to help.'*
- An energy/utility representative said *'practical support to improve vulnerable customer resilience, improve the data held on the priority services register and fuel poverty referral schemes have my vote.'*
- An energy/utility representative argued *'I don't see it as WPD's job to go into homes. There are companies that make it their own business. If you are a company that spends all your time doing insulation, you will be better at it and should do it.'*
- An energy/utility representative made the point that *'it should be set up so that WPD and others in energy put a percentage of their profits in to support the vulnerable.'*
- A business customer/representative pointed out that *'if your profits are capped by Ofgem at 10% and you can raise it to 12%, 2% could go to the vulnerable. But the customer is still paying the cost.'*
- An energy/utility representative argued *'I can't see how from a manpower perspective you will be able to install insulation and new boilers.'*
- An energy/utility representative said *'you need to make sure you have the right information on the people who really need help.'*

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

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An elected representative argued that *'you need to identify fuel poverty hotspots before attempting any of the other activities.'*

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	●
Awareness of energy efficiency and innovation	●●●

Table 5

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An energy/utility representative asked *'has anyone thought of linking with neighbourhood watch programmes?'*
- An environmental representative highlighted *'connecting it with a non-profit situation – I see volunteers doing this.'*
- An elected representative highlighted *'your target is resilience. It has to be the first thing as there is a need.'*
- A local authority officer pointed out that *'those who are vulnerable to a power loss, WPD should do anything to help.'*
- An energy/utility representative commented that *'this helps to capture the importance of people investing in their own community. This is really on the money.'*
- An energy/utility representative asked *'what would you do if you know power will be out for 24 hours for a vulnerable person?'*
- A business customer/representative pointed out that *'establishing a hardship fund is short term and expensive.'*
- A business customer/representative felt that *'social schemes are valuable.'*
- A developer/connections representative made the point that *'feasibility of the network is where WPD should work.'*

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	●●

Table 6

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- A utility representative commented that *'practical support to improve customer resilience – speaks for itself. A hardship fund for customers is equally important. However, I do think that a 'fund' doesn't resolve the issue of fuel poverty. People still end up in debt down the line.'*
- A developer/connections representative continued that *'practical support to improve vulnerable customer resilience is important. However, in terms of fuel poverty, a good idea would be to identify fuel poverty hotspots and existing initiatives/ schemes. I don't think the best information is out there, and it would be good to expand. You might want to look at working with non-profit agencies – those that have the man power and resources that you might not want to commit yourself to expanding and updating the data.'*
- A developer/connections representative also agreed that practical support for consumers was important. Further, *'a commitment to improving the data held on the priority service register. The PSR [Priority Service Register] is not worth the paper it is written on if it is not up to date. You are unable to provide them with the services they vitally need if data isn't up to date.'*
- A voluntary organisation representative said *'I am asking myself what you can do that others can't. All I can come up with is a proactive campaign to get people to sign up to the priority register and keeping that up to date. With regard to the hardship fund, energy suppliers have those and it is them who naturally have contact with the*

Westbourne
Engage Opinion

customers. I wouldn't say don't do it – I think it really depends on what it is for. Is it to provide energy efficient appliances, or money to help pay bills? In principle I think it is a really good idea, I'm just not convinced it is for you to provide.'

- An elected representative concluded that *'practical support is important, as is keeping data up to date. I think that if the fuel poverty referral scheme includes that it is very important.'*

Table 7:

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 7

WESTERN POWER DISTRIBUTION
Serving the Midlands, South West and Wales

- An energy/utility representative remarked *'I would say practical support to improve vulnerable customer resilience is the most important. We have too much of a benefit Britain, but vulnerable people are people that can't help themselves.'*
- An energy/utility representative felt that *'awareness schemes for vulnerable people to save energy and money even with very simple tips such as not to fill your kettle up fully each time you boil it could be quite useful.'*
- A developer/connections representative pointed out that *'promoting company innovation can really lead to unexpected benefits.'*
- A developer/connections representative said *'improved data on your service register means you can really do things, such as text everyone and you can easily pick up who your vulnerable people are.'*
- An energy/utility representative stated *'it's good to have a range of ideas to find different ways to tackle a solution.'*

Table 8:

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 8

- An elected representative asked *'would you call me a customer? I don't have any reason to deal with you until there's a power-cut. What is the definition of fuel poverty? Is it purely financial?'*
- An energy/utility representative said *'WPD has a broad vulnerability strategy, but I think it would be useful for WPD in the context of your operation and priorities that you fund things which align best with your priorities.'*
- A housing/development representative said *'the definition of fuel poverty varies from person to person.'*
- An energy/utility representative said *'WPD needs to define fuel poverty. The problem with having a broad definition is that there are levels of vulnerability. You don't want to close things down. If hotspots are your target, your target is going to be narrower.'*
- A housing/development representative said *'I don't understand the current level of data, so I don't know what improving customer data would mean.'*
- An energy/utility representative said *'I just think there's limited resources — the other government schemes around energy efficiency are very targeted. There's big gaps in the energy poverty space and there are places where WPD definitely has the information to make a difference.'*
- An energy/utility representative said *'from a fuel poverty perspective, a hardship fund is a great idea but it's just papering over the cracks in the long term.'*
- A housing/development representative asked *'could you please expand on what an affordable warmth innovation scheme is?'*

Westbourne
Engage Opinion

- An energy/utility representative commented *'the reason I didn't vote for it is that there would be too many variations and it would be difficult to have a set of criteria.'*
- An energy/utility representative said *'I've often asked people whether they've spoken to WPD about insulation, and some people within the council do it but it's not a strategic priority.'*
- A connections/developer representative said *'the warmth innovation scheme is going to help and anything that helps fuel poverty is a good thing.'*
- An energy/utility representative said *'advice is a useful service.'*

## 6.8   Are there any other points you would like to make

Table 6:

- A developer/connections representative commented that *'the criteria for what makes someone vulnerable should be reviewed and zoned in on a little bit more. I think that some of the reasons are too generic, sometimes making it to hard to maintain, for example, new-borns, after six months, are they still considered vulnerable?'*
- A developer/connections representative added that *'people on the priority list should be given 3 options about how they would like to be contacted, for example, by landline, mobile or email, but they must choose one.'*

Table 7:

- An energy/utility representative complained that *'I don't think it's for WPD to decide on who gets referral schemes.'*
- A developer/connections representative raised the point that *'it's certainly good idea to send out leaflets say to people that get flu jabs as that directly gets in contact with vulnerable people.'*
- A developer/connections representative agreed *'yes the GP is an ideal place to see vulnerable or elderly people and get into contact with them.'*

6.9   Stakeholder suggested activities

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.

Bar chart showing:
- Awareness of energy efficiency and innovation (management of energy)
- Collaborate with other utilities and agencies

6.10   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 with regards to customer awareness of WPD?


Action	%
Investigate the feasibility of network solutions to tackle fuel poverty	18%
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	10%
Establish a "hardship fund" for qualifying domestic customers	1%
Fuel poverty referral scheme	3%
Identify fuel poverty hotspots & existing initiatives / schemes	4%
Improve the data held on our Priority Service Register	25%
Practical support to improve vulnerable customer resilience	37%

Q2. Of the actions identified, which is your lowest priority with regards to customer awareness of WPD?

| Action	Percentage
Practical support to improve vulnerable customer resilience	0%
Improve the data held on our Priority Service Register	0%
Identify fuel poverty hotspots & existing initiatives / schemes	5%
Fuel poverty referral scheme	5%
Establish a "hardship fund" for qualifying domestic customers	73%
Establish an 'affordable warmth innovation scheme' – for not-for-profit agencies	5%
Investigate the feasibility of network solutions to tackle fuel poverty	11%

Westbourne
Engage Opinion

7. Written feedback

Of the 44 attendees who attended the workshop, 31 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?**

- Very interesting
- Interesting
- Not interesting

Not interesting 0%
Interesting 35%
Very interesting 65%
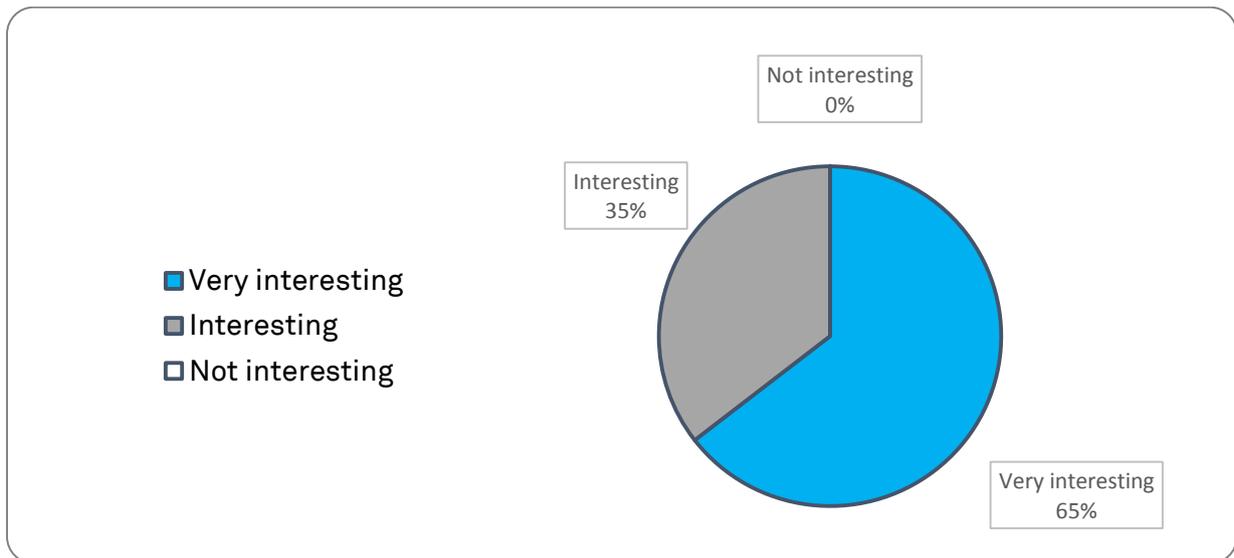
Q2. Did you feel that you had the opportunity to make your points and ask questions?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Strongly disagree 0%
Disagree 0%
Agree 39%
Strongly agree 61%
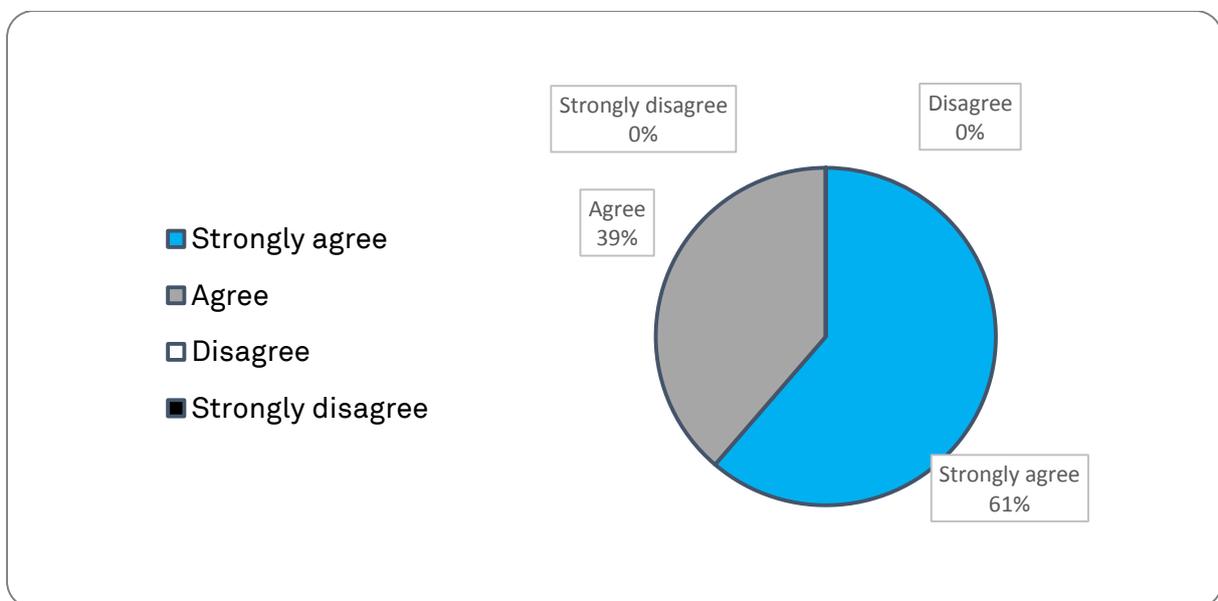
Stakeholder comments on this question included *'good mix of different attendees – making some very different points of view'*, *'good free-flowing table'*, *'interesting listening to other stakeholders' opinions as well as WPD'* and *'WPD a little defensive, one overbearing person allowed to dominate conversation.'*

Westbourne
Engage Opinion

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

Strongly agree 37%
Agree 60%
Disagree 3%
Strongly disagree 0%

- Strongly agree
- Agree
- Disagree
- Strongly disagree
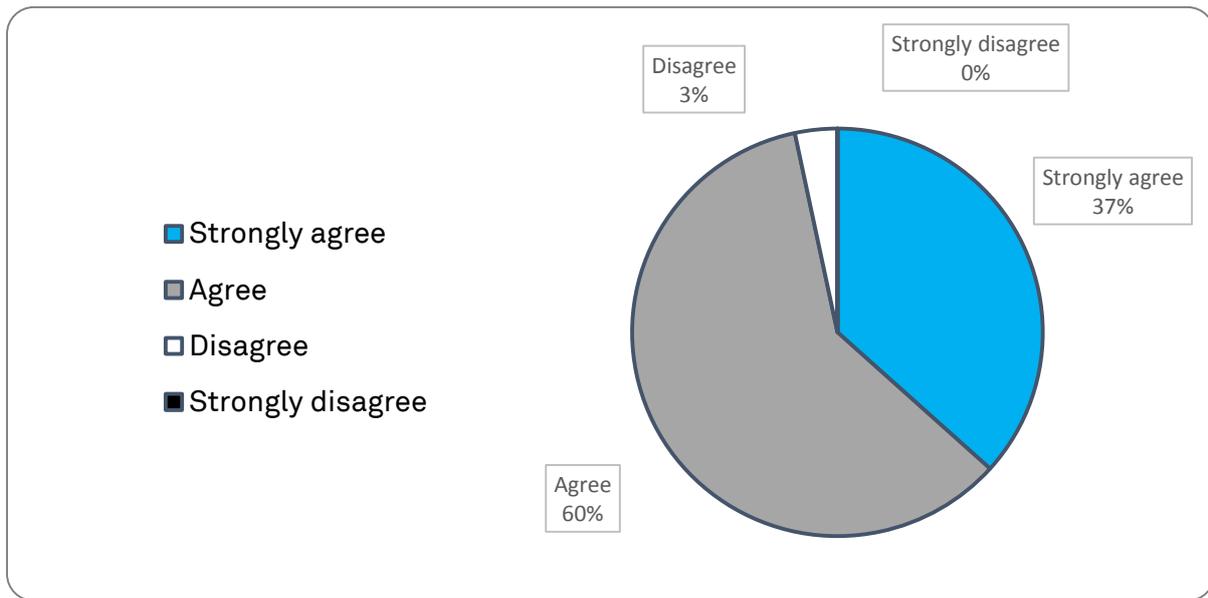
Stakeholder comments on this question included *'connection part after lunch more appropriate for my role'*, *'provides a bigger picture, but not specific to my business interests so I will appreciate the DG forum event opportunity'* and *'could have given detail as to how the distribution network is going to be maintained considering the closure of power stations.'*

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

Fair 6%
Not so good 0%
Good 13%
Very good 81%

- Very good
- Good
- Fair
- Not so good
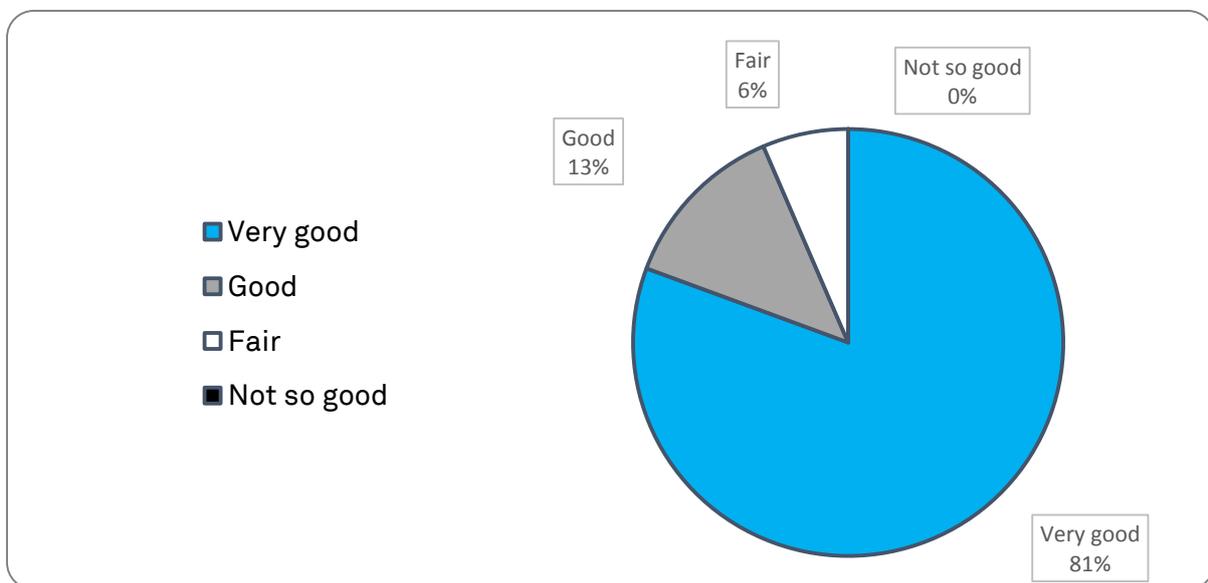
Stakeholder comments on this question included *'could have been more aware of WPD to help steer'*, *'very good'* and *'seating needs to be considered as some positions had their back to the presenters.'*

Q5. What did you think of the venue?

Fair
3%

Not so good
0%

Very good

Good

Fair

Not so good

Good
37%

Very good
60%
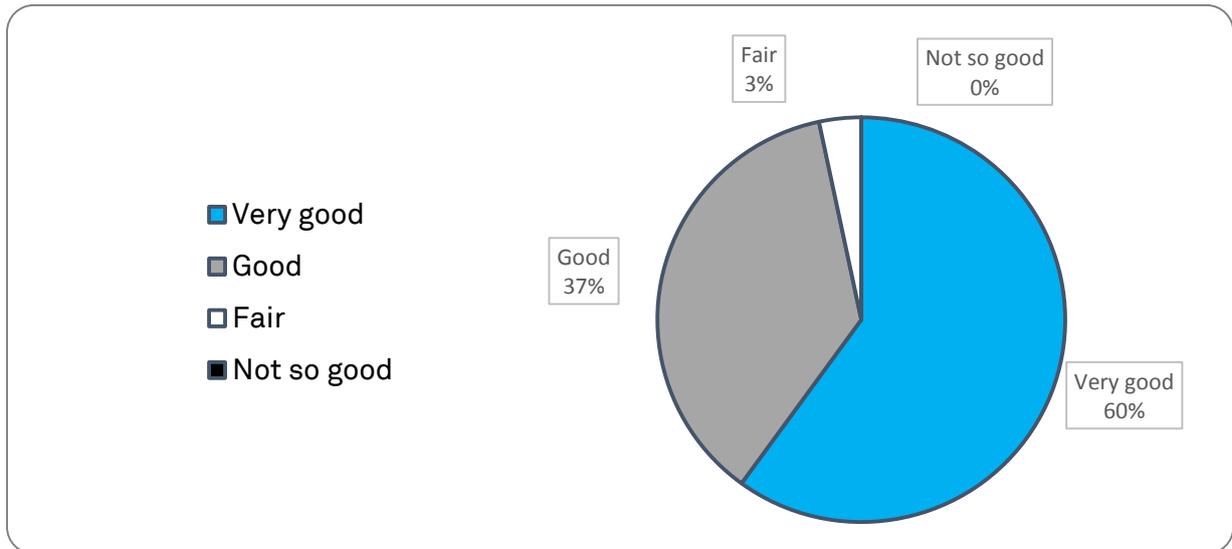
Stakeholder comments on this question included *'think about working on an out of town venue in future due to traffic congestion in central Bristol'* and *'better than Birmingham Botanical for access!'*

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

No
0%

Yes

No

Yes
100%
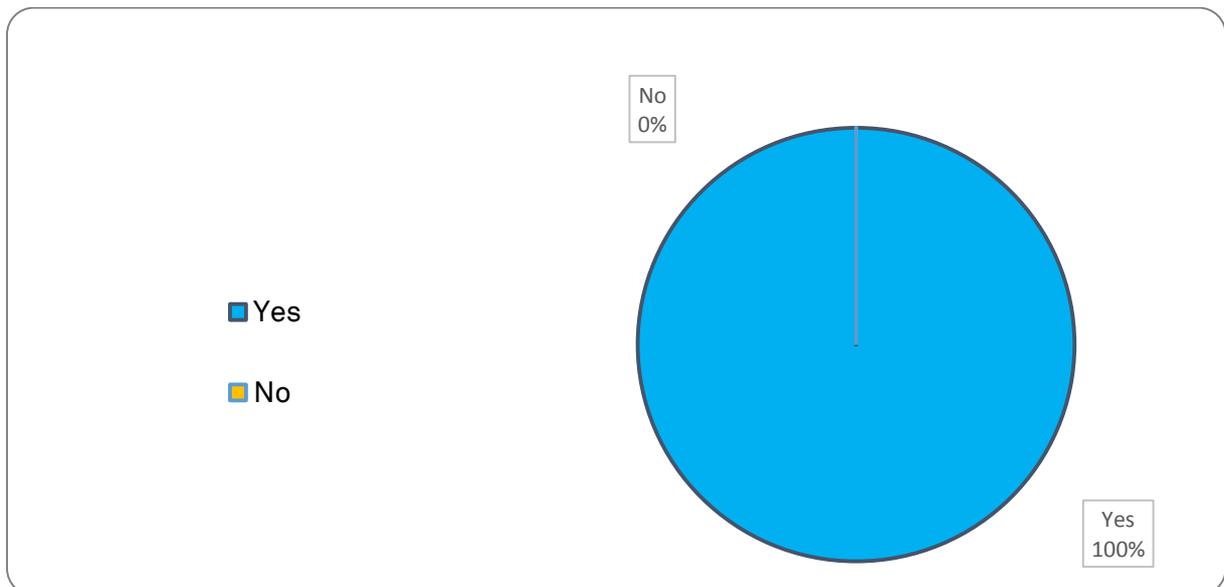
Q7. Do you have any other comments?

Stakeholders' additional comments included *'a very well run, informative and interesting day, pitched at the right level. Greatly exceeded my expectations'* and *'excellent as always, thanks.'* There were also some constructive feedback including *'it was difficult to hear when all the tables interacted'* and *'could have been a better date chosen for Wales event – clash with NEA Cymru conference.'*

Westbourne
Engage Opinion

8. Surgeries on specific topics

8.1 Environmental Reporting

A WPD representative gave a presentation on what they were doing with regards to environmental reporting. The 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 WPD representative then asked stakeholders for feedback both in terms of the environmental reporting activities WPD is undertaking, as well as how they would like to see these activities presented in a final report. Stakeholders' comments included:

- Change how the undergrounding progress is presented.
  - Include the existing undergrounding, not just what is being proposed.
  - Stakeholders will be much more interested in a breakdown by AONB areas than by WPD's license area.
  - Develop an interactive graphic or map that allows stakeholders to zoom into certain areas to see how much undergrounding is being proposed and where.
- Stakeholders would want a high-level overview of WPD's progress towards a low carbon transition.
- There was a general consensus that stakeholders would want a very high level overview with additional information provided to Ofgem if required.
  - The high level overview could even take the form of an online infographic that takes out 90% of the text, making the information as accessible as possible.
  - An infographic could also prove to customers that WPD are doing their bit.
- The final report should be as high level as possible. WPD have 7.8 million customers and the report should accessible to them.

The final sustainability report will be available upon publication.

8.2 Network Losses

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 network 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

During the discussion, stakeholders 'questions and comments included:-

- One stakeholder asked *'how much is lost on the network?'*
- One stakeholder asked *'why wasn't the regulator happy with the original submission of your losses strategy?'*
- One stakeholder asked *'how is the risk measured?'* with regards to WPD 's objective to manage losses such that by 2023 the risk of losses increasing due to potential but uncertain greater demands of increasing generation and consumption is avoided.
- A stakeholder asked *'is it not also that at high voltage your current is low (and this is the reason as to why losses are low)?'*
- One of the stakeholders asked why you didn't have a quantitative figure given on technical losses or theft in conveyance.
- One stakeholder asked *'what are the capital implications of the Plan and what does this cost do to the cost borne by the customer?'* The stakeholder then asked *'is the Ofgem charge discretionary and is it an annual amount?'*
- One stakeholder asked *'when does the EU law on eco design comes into effect?'*
- One stakeholder asked whether WPD has a map on the website showing areas of transformers, and what was holding WPD back from adding this to the website.
- One stakeholder asked if there is someone at WPD who actively looks at intelligence relating to theft of electricity.

The full presentation delivered on the day can be downloaded online here.

8.3 Social Obligations (incl. vulnerability and fuel poverty)

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:-

- One stakeholder was concerned that people may not know about the ability to register on the Priority Services Register.

- One local authority representative said they did not receive emergency pack from WPD, but that they contacted them and were sent one. They said that the booklet in the pack needs to be updated.
- One stakeholder asked for an explanation about how the 'Power Up' Citizens Advise Bureau (CAB) partnership structure works across the Coventry area.
- One stakeholder commented that CAB need suitable partners to help deliver every conceivable output that would be delivered.
- One stakeholder commented that, in Wales, there are different energy efficiency schemes and that they are better known and delivered on the local level. The suggestion was made that it is good to have local partners supporting the CAB services.
- Stakeholders suggested a number of organisations that are good for referrals, including Foodbank and proactive housing associations like Merlin Housing.
- One stakeholder asked whether WPD could make contact with key contacts at South Gloucestershire council.

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 were as follows:-

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)?
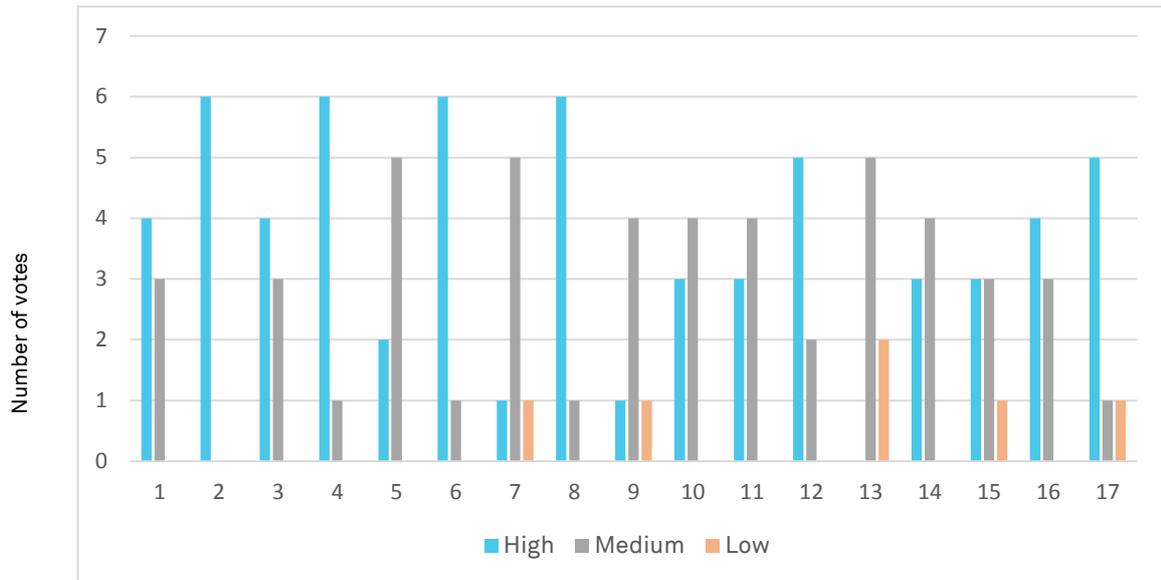
- The objectives that were voted the highest priority were 'train staff to recognise the signs of vulnerability', 'improve the quality of Priority Services Register', 'raise awareness of the Priority Services Register' and 'contact all medically dependent customers every three hours during power cuts.'
- The objective that was voted the lowest priority was 'work with partners to develop links to/from WPD's website.'

Q2. What approach should WPD take towards each objective moving forward (more, same, less or change of approach)?
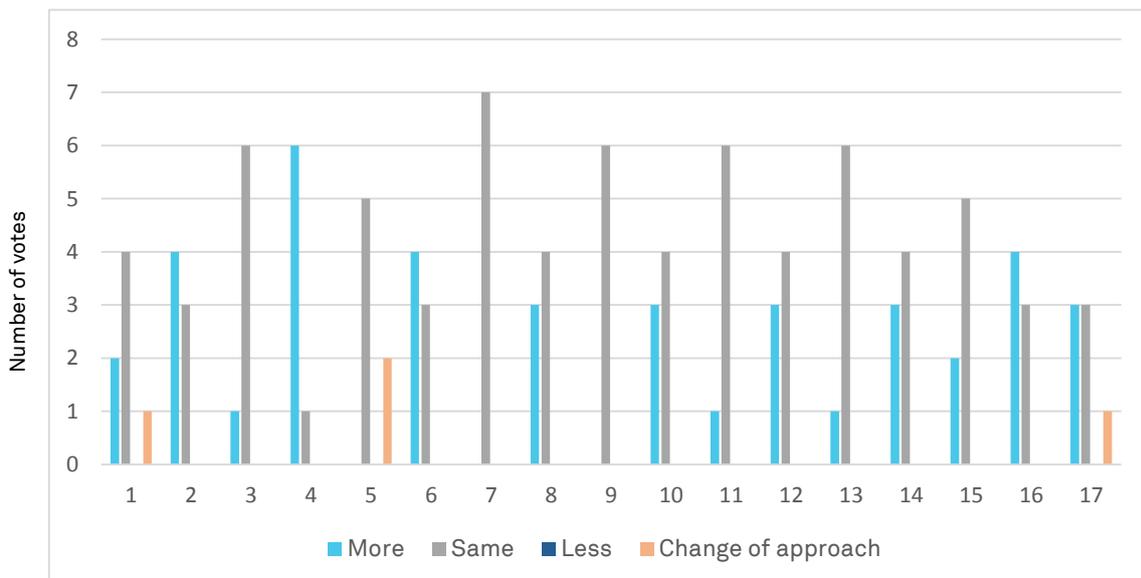
- The objective that stood out as being the one that most stakeholders wanted to see more of in future was 'improving the quality of the Priority Services Register.'
- No objectives received any votes for wanting to do 'less' in future.

Westbourne
Engage Opinion

- Stakeholders voted for three objectives to receive a change of approach in future. This included 'work with expert partners to improve understanding of the needs of vulnerable customers' (stakeholder said 'via NEA'), 'coordinate meetings with suppliers to agree criteria for vulnerability' (stakeholder said 'DECC special project') and 'use data analysis to help identify localities with high concentration of vulnerable households' (no additional comment).

The full presentation delivered on the day can be downloaded online 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 the discussion, stakeholder comments and questions included:-

- One stakeholder asked *'when is the overlaying mapping to google earth coming out?'*
- Stakeholders that were putting through multiple applications talked about the option of having account managers.
- A stakeholder asked whether WPD has a mechanism in place to manage the number of accepted quotes that may fall by the wayside but that are reserving capacity that is wanted elsewhere.
- Another stakeholder welcomed the fact that the contracted capacity register was now published, but commented that the vagueness of the response to the question of how much capacity one could have leads to developers making multiple applications.
- One stakeholder commented that one of the problems is that the feasibility study doesn't have guaranteed standards or timeframes.
- One stakeholder said *'we were 16th in a queue for 4MW, but our application triggered £400k investment and needed costs upfront – why can you not take a deposit?'*
- One stakeholder commented that they have had poor experiences of planning and consenting works from WPD for their major projects, that they have taken longer than they should and that WPD hadn't recognised the costs of consenting. They asked whether WPD were *'gold-plating the consent process unnecessarily?'*

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

Westbourne
Engage Opinion