

**WESTERN POWER**   
**DISTRIBUTION**

*Serving the Midlands, South West and Wales*

## **Social obligations**

Stakeholder Workshops - Afternoon Surgery

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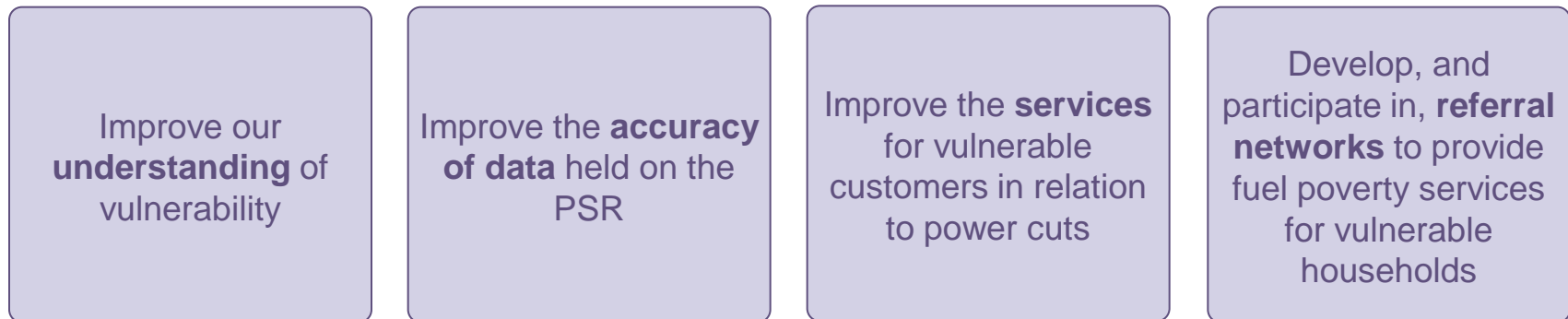
# Our social obligations strategy

Core focus:

## WPD Priority Service Register (PSR)

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

Driving 4 key objectives:



**TODAY**

Two green arrows originate from the word 'TODAY' and point towards the second and fourth objective boxes, indicating that these objectives are the current focus of the strategy.

# Our strategic priorities for 2016/17

- Our core strategy is well-established and enduring
  - But it's important that we refresh our focus areas with stakeholders each year to ensure our programme continues to deliver maximum benefit to customers

## Our previous focus (2014-2016)

- Expand successful pilot schemes towards 'business-as-usual'
- Define our approach to fuel poverty
  - What level of support do we provide?
- Build PSR referral networks
  - Engage front-line agencies to identify and directly sign-up hard-to-reach vulnerable customers

## Our focus 2016/17

- Customers known to WPD – a range of holistic support services are in place to support during power cuts and in relation to fuel poverty
- Customer not known to WPD – extensive schemes in place to identify hard-to-reach customers, including new innovative approaches
- Explore the benefits of closer co-ordination with the health sector
- WPD front-line staff – embed our programme in the wider business

# WPD's Priority Service Register (PSR)

## Context

- Free & confidential – enabling priority assistance during power cuts

### Who is eligible?

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

### Services we offer

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



# WPD's Priority Service Register (PSR)

## *The challenge*

- 1.3 million customers on the PSR
- Accurate, up to date information is key to provision of targeted support
- Customer circumstances change
- The majority of data comes from third parties (e.g. Suppliers)

## *Our delivery to date*

- 25 call handlers across two teams
- 543,401 customers proactively contacted in 2015/16
- On track to complete 650,000 in 2016/17
- 9.04/10 customer satisfaction

## **The benefits**

- In the last 12 months improved customer data has enabled:
  - ✓ **110,000 proactive calls to vulnerable customers during power cuts**
  - ✓ **Targeted welfare support and referrals for identified fuel poor customers**

# Field Staff training

- All field staff in the East Midlands and some in South Wales have now been trained to support customers who could be vulnerable in a power cut
- Field staff are now equipped to
  - Add customers to the Priority Service Register
  - Arrange for the British Red Cross to provide practical/welfare support during incidents
  - Distribute crisis packs to vulnerable customers
- All 4,500 field staff to be trained by March 2017
- During December alone the British Red Cross were utilised four times
- Field staff have already started to add customers to the PSR



# WPD's Priority Service Register (PSR)

## *Next steps - Minded to position*

### New challenge

- We get a fantastic overall success rate (c.65%), but what do we do about the non-respondents? (c35%)
- Also, of the successful contacts only 48,729 opted to be removed
- PSR continues to grow, whilst Ofgem changes mean it may potentially increase more sharply:
  - E.g. Register temporary vulnerabilities (e.g. hospital discharges)
  - E.g. “Households with children under the age of 5”
- Current position has been conservative – keep them on the PSR ‘just in case’
- Older/unchanged records are not necessarily bad – the average customer has a power cut every 2 years

### Our proposal - One off data removal exercise

- Identify customers who have had no contact with us for three years (including missing our cleanse calls)
- Write to them to inform them of their removal if no response in 28 days and explain how to re-register
- Potential to reach 325,048 customers

### Questions

- **Do you agree with this approach?**
  - Should we lower the threshold below 3 years (e.g. anyone that doesn't respond to our cleanse, or any 2 ½ years old, so c.450,000)
- **Should our approach be different for electrically medically dependent customers?**

# PSR referral networks

- 25 referral networks currently in place (on track for 30 by March 2017)
- Organisations in all four licence areas who have front-line services reaching vulnerable people
  - **Promote the PSR at events and through handing out leaflets**
  - **Give resilience advice about power cuts**
  - **Sign customers up, with their informed consent, using the WPD online form or freepost leaflets**
  - **Hand out crisis packs**
- Referral partners provide regular reports on the numbers of customers they reach and sign up so we can measure the benefits

E.g. Nottingham City Homes

E.g. Community Lincolnshire

E.g. National Grid

E.g. Bristol City Council

E.g. British Red Cross

## Questions

- Current focus on local authorities, energy networks, energy advice & consumer bodies, vulnerable customer agencies and Fire & Rescue services. **Who is missing and how best to engage them?**
- c.3,000 sign-ups in last 12 months, so we know it is working – however, we are facing some challenges in delivery from some organisations. **How should we tackle this? Should it be a financed service?**



# Fuel poverty projects: 3 approaches, 14 schemes

## All delivering six interventions:

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

## Customers known to WPD: 'Power Up!' schemes

⇒ Hubs of local partners to deliver fuel poverty solutions

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

## Customers unknown to WPD: 'Affordable Warmth'

⇒ Fund collaboration and expansion of existing community outreach programmes

⇒ Refer customers in to WPD's PSR

5. **East Midlands (Nottingham Energy Partnership)**
6. **West Midlands (Warm Zones)**
7. **South Wales (Severn Wye)**
8. **South West (Plymouth Energy Community)**



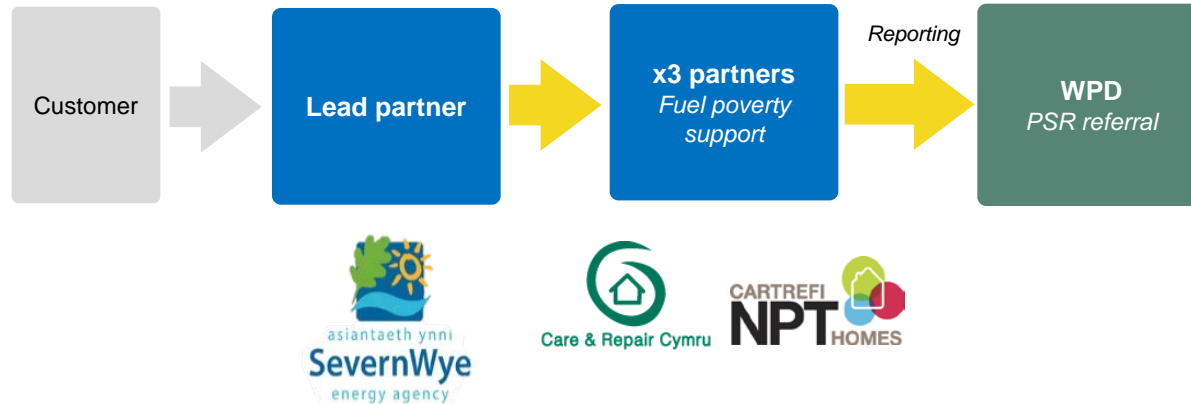
## New innovative projects, e.g.

⇒ £60k local action fund for innovative approaches;  
Two funding streams: <£10k, >£10k. 38 applications

9. **Derbyshire Healthy Homes**
10. **Birmingham Disability Resource Centre**
11. **Cornwall Rural Community**
12. **Central & East Northamptonshire CAB**
13. **Healthy Homes – Wellington Medical Centre/CSE**
14. **PODS (Power Outage Devices) Walsall Housing**

# WPD's fuel poverty referral networks

## *Consultation on Affordable Warmth*



- 4 projects (one per licence area) – 6 months (winter)
  - East Midlands: Nottingham, Leicestershire & Lincs (**Nottingham Energy Partnership**)
  - West Midlands: Birmingham, Staffordshire & Shropshire (**Warm Zones**)
  - South Wales: Swansea, Brecon, Neath, Port Talbot and Cardiff (**Severn Wye**)
  - South West: Plymouth Devon & Cornwall (**Plymouth Energy Community**)

### Benefits

- ☑ 3,000 customers
- ☑ £781k annual savings

## Questions

▪ **Do you want to see this renewed next year and/or would you rather we moved to different geographical locations?**

- Where? Using hotspot mapping?
- Would we need different partners?

# WPD's fuel poverty referral networks

## *Consultation on innovation projects*

### *Example 1:*

#### **Local Action Fund scheme - Derbyshire Healthy Homes**

- Derbyshire County Council
- Work with Adult Care Social Workers, GP Care Coordinators, Occupational Therapists
- 6 months – after first 2 months:
  - **185 total interventions, 35 PSR sign ups**
  - **Estimated financial benefit £88k**
- **Outputs include:** debt management, Warm Home Discount, water meters, smoke alarms and Carbon Monoxide detectors

### *Example 2:*

#### **Power Outage Devices**

- Walsall Housing
- 250 devices installed in “worst served” and off-gas area
- Automatic report to WPD in the event the property goes off supply

### *Example 3:*

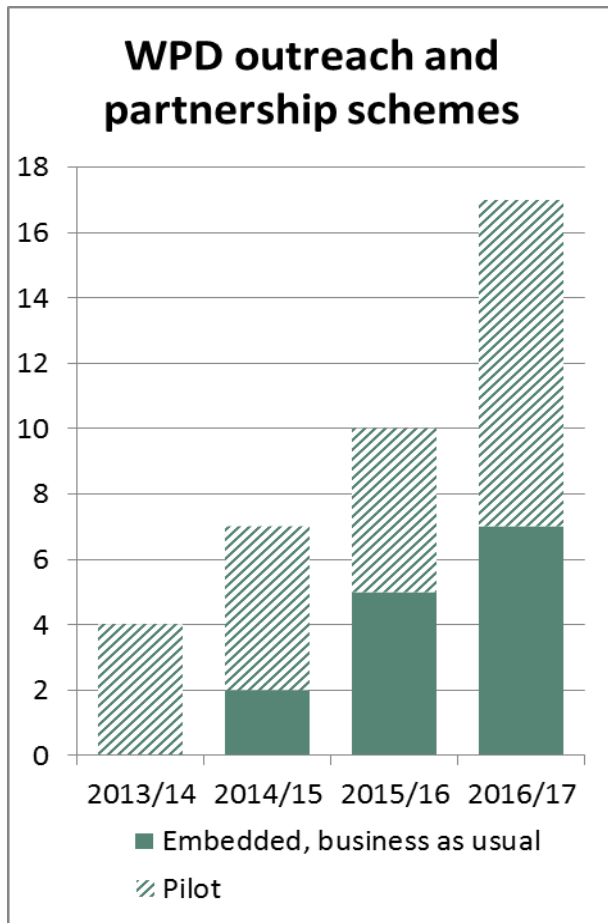
#### **Wellington Medical Centre (Somerset) Healthy Homes**

- Create a national best practice exemplar of a GP practice providing preventative healthcare support for patients suffering from the health impacts of cold, inefficient homes
- Local cross-sector partnership working (WPD, GP practice, Centre for Sustainable Energy, Wessex Water and Taunton Deane Borough Council)
- Improve resilience to power cuts, health outcomes and reduce fuel poverty locally
- Proactively contact patients likely to benefit and home visit (GP Practice Health Outreach Worker)
- **Support including:** Energy saving, fuel debt, energy efficiency measures and funding applications, tariff switching, water saving and social tariffs

## **Questions**

- **Should we fund similar projects annually?**
- **How should we find them?** Competition? Outreach in hotspot areas?
- **Or organic growth from existing successful pilots** – e.g. renew existing schemes only?

# Summary - successfully embedding delivery



	2014/15	2015/16	2016/17*
<b>PSR cleanse</b>	1 team 265,045 contacted	2 teams 543,401	2 teams 650,000
<b>Power Up!</b>	1 pilot project 694 referrals £33k annual savings	3 projects 5,197 referrals £958k annual savings	4 projects 7,000 referrals £1m+ annual savings
<b>Affordable Warmth</b>	1 project 665 customers £127k annual savings	1 project 1,009 customers £475k annual savings	4 projects 3,000 customers £781k annual savings
<b>Staff training</b>	Contact centre only (100)	Field staff - trial (500)	Field staff - all areas (4,500)
<b>New innovative projects</b>	-	-	Local action Fund – x4 projects x1 Health trial x1 “Smart meter” trial
<b>PSR referral networks</b>	8 partners	23 partners	30 partners

**Is there anything different for consideration that we are not already doing?**

\* Figures are projected, based on on-track performance (nine months to date April-Dec 2016)