

# Western Power Distribution Stakeholder Workshop: Newport 22 January 2015



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# 1. Introduction

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

WPD is committed to continued engagement with its stakeholders over key decisions. They 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 Celtic Manor in Newport on 22<sup>nd</sup> January 2015.



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

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

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

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

## 2. Overview of the workshop

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

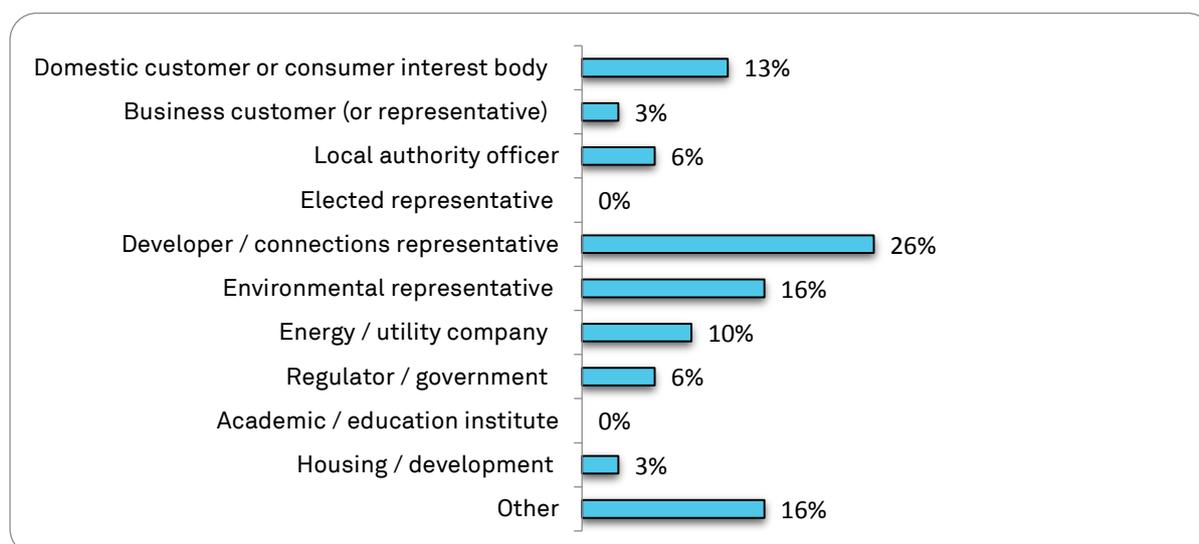
- **Workshop 1: Short-medium term – WPD’s Business Plan & reporting.** The first workshop involved a discussion on WPD’s Business Plan, specifically on which areas interested stakeholders most and how they would like to be kept informed.
- **Workshop 2: Long-term – strategic priorities impacting the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

### Attendees

A total of 36 stakeholders attended the workshop. There were a range of representatives from different backgrounds, including the domestic, business, local authority, developer/connections, environmental, energy/utility, regulatory/government, academic/education, housing/development, and voluntary sectors.

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

### What type of stakeholder are you?



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

- Associated British Ports
- Belectric Solar Ltd
- Campaign for the Protection of Rural Wales (CPRW)
- Cenin Ltd
- City & County of Swansea Council
- Country Land and Business Association (CLA)
- Dulas
- ECO2
- Energy Saving Trust
- Geldards Llp
- Industrial Securities
- Kier
- Kinetica Energy
- Wye Valley AONB
- National Association for Area of Outstanding Natural Beauty
- Natural Power
- Newport City Council
- Scottish and South Energy Power Distribution
- SE Wales Energy Agency
- South Wales Chamber of Commerce
- The Urbanists
- Utility Partnership Limited
- Valleys To Coast Housing
- Wales and West Utilities
- Wardell Armstrong LLP
- Warm Wales
- Welsh Government

### 3. Summary of feedback

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

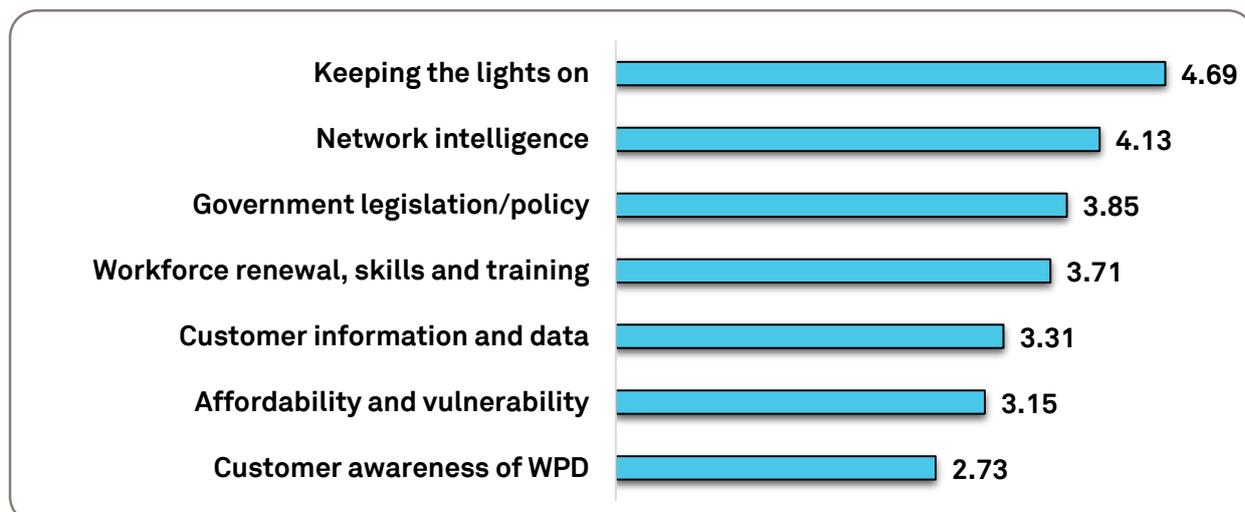
- There was a **lack of consensus** regarding which areas of the Business Plan prompted most interest. However, the importance of the **environment** was brought up amongst a variety of different stakeholders.
- A number of stakeholders representing **domestic customers** saw **customer satisfaction** as a core priority.
- **Reliability and connections** was also raised as an area of interest. It was largely raised by those who work directly with connections.
- Stakeholders generally agreed that they preferred **short summaries** with the ability to get more information online if they wished.
- Overall, there was a consensus that **information should be online**, but stakeholders agreed that WPD should be aware that some customers do not have access to the internet.
- Stakeholders were interested in the **breakdown of bills** and thought it would be useful to have that information on paper. However, there was some disagreement on whether domestic users would understand or have any interest in such a breakdown.

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

- **Keeping the lights on** was consistently the **highest priority**.
- **Network intelligence** was ranked as the **second highest priority** at each table. It also came in as the second most important strategic priority overall in individual voting as well.
- It was noted that many of the priorities are **interconnected**.
- There was, however, a **lack of consensus** on the importance of affordability and vulnerability on many tables, with stakeholders believing that it should be split into two different categories.
- Customer awareness was considered the **lowest priority**, with stakeholders believing that the other priorities outranked it significantly.
- One stakeholder suggested **intelligent storage** as a long term priority missing from the list.
- Another stakeholder stated that the **protection of visual amenities** should be one of WPD’s priorities and there should be assurance that areas of natural beauty are not tampered with during undergrounding or maintenance works.



Following the workshop session, stakeholders were asked to vote on the priorities, ranking them in order of importance.



### Workshop 3. Long term - Starting to address these priorities

#### Customer awareness of WPD

- A number of stakeholders made suggestions for **alternative activities** that were not included as part of WPD's plan for raising customer awareness. The most popular suggestions included **more targeted contact on projects/incidents** and **drop in centres with more proactive face-to-face engagement**.
- During the table discussions, there was a general consensus that **television advertising** and **local media advertising** were **outdated**. Product placement was considered more effective by stakeholders rather than television advertising.
- The use of **social media** and text alerts were heralded as important to keep customers informed.
- A number of stakeholders thought that giving customers a **fridge magnet** would be a good way of raising awareness of who to call in the event of a power cut.

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
More direct mailings	26
Expanded schools education activities – safety plus wider information	21
Expanded social media presence and smartphone apps	19
Expanded website tools and leaflet information (distribution via targeted partners)	15
More local media advertising (radio & newspaper)	3
More television advertising	2

### *Electronic Voting Results*

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

- The **most popular action** identified was **expanded schools education activities – safety plus wider information** with 27% of the vote.
- The **second most popular action** identified was **more direct mailing** with 22% of the vote.
- In a separate question, stakeholders voted **more local media advertising** (radio & newspaper) and **more television advertising** as the **least popular actions** identified, both with 35% of the vote.
- When collating individual votes on tables, **direct mailing** beat **expanded schools education** with 24 votes to 21.

### **Affordability and vulnerability**

- A majority of stakeholders felt that **the actions identified were comprehensive**, however two **alternative suggestions** were made: **raising awareness of vulnerability & fuel poverty** and **helping vulnerable businesses**.
- There was a general consensus during table discussions that establishing a hardship fund is a **short-term solution** that will not address the root cause of the problem.
- A number of stakeholders commented that partnerships are important when addressing affordability and vulnerability as WPD can more effectively address the issue with the support of other organisations.
- The importance of the Priority Service Register and keeping it updated was highlighted by stakeholders.

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

<b>Initiative</b>	<b>Votes</b>
Investigate the feasibility of network solutions to tackle fuel poverty	36
Improve the data held on our Priority Service Register	19
Identify fuel poverty hotspots and existing initiatives/schemes	16
Practical support to improve vulnerable customer resilience	14
Fuel poverty referral schemes	11
Establish an 'affordable warmth innovation scheme' for not-for-profit agencies	11
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 **investigating the feasibility of network solutions** with 44% of the vote.

- The **second most popular action** identified was **improving the data held on the Priority Service Register** with 21% of the vote.
- In a separate question, stakeholders voted: **establish a “hardship fund for qualifying domestic customers”** as the **least popular action** with 68% of the vote.

#### **Summary of written feedback:**

- Overall, 76% of those who completed and returned feedback forms on the day thought the event was **very interesting**. The remaining 24% thought it was **interesting**.
- 66% of attendees **strongly agreed** with the statement that they had the opportunity to make their points and ask questions. 34% **agreed** with the comment.
- 68% **agreed** that the right topics were covered on the day, while 29% **strongly agreed** and 3% **disagreed**.

Stakeholders were given the opportunity to leave comments under each question. The comments included *‘good mix of participants, good discussions, and good facilitation,’* *‘excellent structure along a variety of formats,’* and *‘very well organised, useful day.’*

One stakeholder however *‘wanted more focus on network solutions’*.

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

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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:

- A local authority officer stated *‘the environmental aspect interests me the most.’*
- A domestic customer/representative commented that *‘reliability is quite important to me.’*
- A housing/development representative pointed out it was *‘social obligations and connections for us.’*
- A regulator/government representative highlighted *‘some areas of focus we can take for granted. Connections is quite important to us.’*
- A business customer/representative highlighted *‘from our perspective, it’s about where the spare capacity is in the network. It’s about gaining that information quickly and having access to that.’*
- A housing/development representative agreed, stating *‘yeah, knowing where it’s possible to tap into the network most quickly and efficiently.’*

Table 2:

- A voluntary organisation representative said *‘from my point of view, we are very interested in environment, renewable energy connections and fuel poverty.’*
- A domestic customer/representative stated *‘reliability.’* (S)he commented it was because *‘I am fairly sure the majority of my friends would not have any understanding of distribution and supply works. It is about outages, what happens next. Fuel poverty would be the primary concern for them as customers of WPD.’*
- A business customer/representative added that *‘for business communities, the main thing is reliability. The other area would be connections to renewables and green energy.’*
- An environmental representative pointed out that *‘customer satisfaction is a difficult area. I don’t really consider myself as a customer of WPD because I pay my money to British Gas.’*

Table 3:

- A voluntary organisation representative stated *‘a combination of customer satisfaction or social obligations is most important.’*
- An environmental representative remarked *‘we’ve obviously got environmental interests too, so social concerns and environment.’*
- A housing/development representative commented *‘for us it’s definitely connections! Need to know how big they are and where they are, etcetera.’*
- A domestic customer/representative highlighted *‘I’m most interested in reliability.’*
- A business customer/representative explained *‘I think planning systems and how Western Power operates with legislation and time scales is the most interesting.’*
- A domestic customer/representative felt that *‘as a resident, in the countryside, it’s the environment and helping protect areas that are a top priority.’*
- A business customer/representative raised the point that *‘everyone expects safety too, but that’s a given.’*
- A domestic customer/representative agreed *‘yes if you’re not safe you shouldn’t be doing the job!’*



Table 4:

- A business representative stated *‘two stand out for me – reliability and connections – as a developer. It’s what we’re interested in. Reliability in terms of voltage fluctuations and capacity are also important.’*
- A law firm representative commented *‘connections is a big issue.’*
- A business representative stated *‘it’s important to WPD Business Plan – not necessarily to us. Safety is obviously a priority for WPD, not for customers.’*

- A business representative pointed out *'an area I'm particularly interested in is looking at the host community for environmental and social objectives.'*
- A regulator/government representative stated *'there should be an environmental focus to assist in tackling poverty. Social obligations have a cost to the customer.'*
- An environmental representative stated *'I have a big concern regarding overground/underground capacity for powerlines from an environmental perspective.'*
- A developer/connections representative commented that *'undergrounding has an environmental impact too.'*

Table 5:

- A business customer/representative stated that (s)he is *'interested in connections.'*
- A developer/connections representative said his/her WPD Business Plan interest was *'customer satisfaction.'*
- A domestic customer/representative said *'I'm interested in customer satisfaction.'*
- A developer/connections representative made the point that *'if customer satisfaction is good, then we are doing our job. The other thing is that safety is important.'*
- A domestic customer/representative felt that *'customer satisfaction should include cost.'*
- A developer/connections representative argued *'reliability - most customers take that for granted. Their biggest concern is keeping the lights on.'*

#### 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:

- A regulator/government representative commented *'somewhere between one page and short summary.'*
- A housing/development representative stated that *'a short page is good enough for me.'*
- An energy/utility representative commented *'I prefer a high level summary.'*
- A developer/connections representative pointed out that (s)he *'would prefer more detailed summaries, specifically for environment and sustainability.'*
- An energy/utility representative highlighted *'for me, it's getting a short summary with the ability to delve in deeper.'*

- A domestic customer/representative stated *'I believe the website already has that option. If it's on the webpage it should be there anyway.'*
- A business customer/representative felt that *'electronic seems suitable for all of us.'*
- A housing/development representative raised the point that (s)he *'would like to receive the information quarterly.'*
- A domestic customer/representative commented that *'for connections, I'd like to see case studies.'*
- A regulator/government representative pointed out that *'good and bad, I would like to see where things are not going well as well.'*

“ Sessions like these are the best way of understanding [the business plan]. These are the most effective in my perspective. ”

Table 2:

- A voluntary representative stated (s)he preferred *'a single point of contact that we can talk to if we want an overall picture about things such as capacity or renewables. The other thing would be targeted updates about different sections of the network to the relevant people.'*
- A business customer/representative commented that *'sessions like these are the best way of understanding. These are the most effective in my perspective.'*
- A volunteer representative agreed that (s)he found *'these sessions very useful.'*
- A domestic customer/representative added that *'a bit of online presence would be good as well. I also got a flyer on Cambrian News which was an update with a traffic light summary and they are helpful. Most people have at least a bit of awareness if you are putting these through their door.'*
- A domestic customer/representative felt that *'I go online because it is what I am interested in but mail might be better for those who aren't.'*
- A developer/connections representative pointed out that *'we would only interact when we want a new connection. I would go to the website, I wouldn't really look at something in my post.'*
- A developer/connections representative said that *'an email with a link to the report would be really useful. I look at it when it comes up in my email inbox. Looking for it actively is quite difficult and time consuming.'*

Table 3:

- An environmental representative considered *'the level of detail has to be there somewhere but for day to day use you just want one page summary stuff, a one page summary nice and accessible on top of a full details report that you can access. I like the slightly more detailed explanation too.'*

- An energy/utility representative concurred *'yes and the level of detail needs to be there from an industry perspective and as a customer that one page summary at the top giving you a decent summary allows you to pick the bits you want to see, not just be presented with a mass of information you will get overwhelmed with.'*
  - A domestic customer/representative explained *'I would go with two sides, with pie charts, what you're paying for percentage wise and then a traffic light system with basic information of what the funding goes on. And then a more basic outline of how the £109 is being spent, the total finances on the other side, similar to the tax statements they give now. And then if you want the detail make sure you can access the full report, maybe in an email. If you don't give the full report you just say if you want the full report this is where you access it.'*
- “ You need something to grab their attention with a point the detail. ”**
- An energy/utility representative pointed out *'you need something to grab their attention with a point to the detail.'*
  - A domestic customer/representative agreed, stating *'yes the thing is that one doesn't need to go through absolutely everything, one has to delve into what one is interested in. For example finding out how much money is spent where and where the subsidies go, then you can go into depth in that one thing if you like. People are not generally interested in the whole thing.'*
  - A domestic customer/representative stated *'an annual report is best.'*
  - A law firm representative commented *'I think annually is best, maybe 6 monthly but no more.'*
  - A housing/development representative highlighted *'just make sure you keep it simple.'*

Table 4:

- An environmental representative stated (s)he *'would prefer receiving information online.'*
- A law firm representative said that (s)he was *'happy to get a quick analysis and the ability to drill down deeper too.'*
- A business representative argued that *'WPD needs to have single areas of interest and tailor it to different levels of interest.'*
- A business representative stated *'receiving information quarterly would be ideal – in terms of reliability and for planning.'*
- A WPD representative commented that *'it would be possible to have some information monthly. Visually, we could show what our reliability target is, and our progress through the year towards targeting it. Other things like social programs we would not be able to report as frequently.'*

- A regulator/government representative stated (s)he *'wants evidence of copying best practice.'*

Table 5:

- A domestic customer/representative highlighted that there *'needs to be more detail in the information breakdown. The customer is not bothered if it does not affect them. The information has to be relevant to the people receiving it.'*
- An environmental representative complained *'I'm aware other power companies run effective stakeholder groups. I'm not aware if WPD offers a stakeholder group process. I would like to see more stakeholder consultation events. Perhaps run a mini version of this event.'*

#### 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 for me it would be good to have a breakdown to see what the costs are for the other distribution networks. I would like to see a comparison.'*
- A regulator/government representative agreed, stating *'it's a difficult one, because you're talking about a hundred pounds. Some of us know that that jump is because of depreciation and charges, but it's a very complicated area and from the average customer's perspective, it might cause concern.'*
- A housing/development representative stated *'I think people should have a reference point.'*
- A regulator/government representative commented that *'all you highlight by showing comparisons is that the South West and Cornwall are more expensive, it needs to come with explanations.'*
- A business customer/representative made the point that *'something like an annual council tax and summary is what would be appropriate.'*
- A regulator/government representative stated *'I think that type of report should be electronic and with a hard copy on request.'*
- A housing/development representative made the point that WPD should *'let the customer choose.'*

Table 2:

- A domestic customer/representative stated *'I had no idea about the breakdown of energy bills. It is useful to have I suppose.'*
- A volunteer representative wondered *'is inflation already included in the customer bills? Don't think it makes much of a difference to people but I guess it is interesting to see where it is going.'*
- A developer/connections representative felt that *'once a year would be more than enough.'*
- A business customer/representative raised the point that *'nobody has ever debated a detailed analysis of their energy costs. I really can't see how many people who would want to see what element of their electrical bill would be up to WPD unless they are specifically interested.'*
- A business customer/representative considered the fact that *'most people don't really understand there is a distribution company behind the supply of electricity.'*
- A volunteer representative pointed out that *'the breakdown does tend to show up on the bills. It is built in with the supplier statements.'*
- A developer/connections representative argued that *'it is not an area of interest. The role of DNO would just be to publish the information. Being any more proactive than that is quite unnecessary.'*
- A volunteer representative agreed and said *'people read the bottom line on their bill - it's how much they pay and that is it.'*
- A volunteer representative commented that *'a traffic light summary or a one-pager to set the context would be good including references with an access to more data.'*
- A business customer/representative pointed out that *'there is an issue of social deprivation where not everyone has computers so there is a problem of assuming that everyone has the internet and can simply look it up. With a cutback in library services in Wales as well, we need to consider that.'*



Table 3:

- A domestic customer/representative stated *'I believe WPD should have bullet points on the changes; you don't want masses and masses of writing.'*
- A voluntary organisation representative felt that *'a visual aspect in the report is very key, as simple as possible too.'*

- An energy/utility representative pointed out that *'measures and targets against performance in a very brief summary and people can ask for more information if needs be.'*
- An environmental representative raised the point: *'having links with more details but still keeping it brief is vital.'*
- A housing/development representative explained *'I think there might be two elements as this is domestic but they may be commercial too. It may not just be how much is your bill each year? You need to say how those costs will come down too. As a developer you want to understand how much you need to keep paying to maintain it. You have to differentiate and tailor your updates to domestic and commercial customers.'*

Table 4:

- An environmental representative stated *'16% is quite a low figure.'*
- An environmental representative asked *'why is the plan 8 years?'*
- A business representative pointed out that *'transparency is not an industry-wide practice, I believe that this reporting needs to be transmitted across a listening audience.'*
- A business representative pointed out that *'it would be better to show how much things like repairs cost.'*
- An environmental representative asked *'who are your main stakeholders?'*

Table 5:

- An energy/utility representative argued *'I'd prefer it to be online but it needs to be balanced with face to face contact. I'd hate to see loads of glossy literature produced and not used.'*
- A business customer/representative felt that *'it is critical to see up-to-date information on a regular basis. Some sort of real time reporting would be good.'*
- A developer/connections representative stated *'from a developer's perspective, we would like to see more work with WPD through the planning process, including pre-applications and other planning issues.'*
- A customer felt that *'if there is a problem that impacts the customer, your customers want to know.'* Commenting on the Business Plan, (s)he said *'as far as I'm concerned this can be sent via email.'*
- A developer/connections representative highlighted *'you need accurate up to date information. And updated in one area is not frequent enough.'*

**“ It is critical to see up-to-date information on a regular basis. Some sort of real time reporting would be good. ”**

- A domestic customer/representative said *'people need to know what Western Power does.'*
- A developer/connections representative felt that *'as long as all the information is available and people are pointed to it, that's all you need.'*
- An environmental representative highlighted *'the distribution company for Snowdonia is spending £8.5m, whereas WPD is spending £2.5bn. That type of information should be readily available to the relevant stakeholder groups.'*
- An energy/utility representative stated *'I want to know what the strategy is in terms of priorities and cost.'*
- An energy/utility representative commented *'it is difficult. It needs to be simplified so that customers understand.'*

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

Table 1:

- A housing/development representative stated *'I'd be interested in learning about various forms of renewable energy and nuclear energy, and how they're impacting you and what your plans are. A bit of context – how many are WPD are looking on taking on and how is that going to be reflected in your Business Plan?'*
- A housing/development representative highlighted *'there is a population where it's going to expand and that will reflect on local plans, and learning what the plans are around smaller and larger scales of distributed generation.'*
- A regulator/government representative felt that *'there needs to be communication between the DNO and the domestic customer. If I bought an electric car and I couldn't get a plug-in point at my house I would be upset.'*

Table 3:

- A housing/development representative said *'that's a good point; you're not interested in other geographical areas. As a company it may be good to know about Birmingham even if you're in South Wales but, as a customer, you are not too bothered.'*
- A domestic customer/representative argued that *'most customers won't know WPD exists, unless a WPD lorry turns up outside your house or you have face to face contact with a worker.'*
- An environmental representative raised the point that *'we straddle the English/Welsh border so we are aware of the difficulty of producing things on a regional basis. We're probably on the border so need to disaggregate information so I would say it's better for WPD to give the full picture and everyone understand it all anyway. You could break it down to the regions if that's convenient for people but from our perspective we want the whole picture of your data.'*

## 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:

- A domestic customer/representative stated *'I think it covers everything.'*
- A developer/connections representative pointed out *'doesn't keeping the lights on cover everything as well? All the other six make up keeping the lights on.'*
- A housing/development representative raised the point that *'this is about WPD's Business Plan, and things like 'government policy' is very difficult to predict. You can't influence legislation and you have to deal with what comes out.'*
- An energy/utility representative commented that *'the cost and efficiency elements are important. How do you measure your ongoing efficiency in terms of long-term strategic priorities?'*
- A regulator/government representative argued *'the problem you've got with certain priorities is about purpose, and the purpose will change as you go forward.'*
- An energy/utility representative felt that *'if WPD's innovative technology for keeping the lights on spread, it would be very helpful for this area and country.'*
- A housing/development representative commented that *'with the increase of technology there is going to be demand and more things connected to the grid.'*
- A developer/connections representative asked *'is the Business Plan reviewed annually? You've got a challenge where a lot things you're doing is very long term and you're committed to going down a particular path.'*
- A regulator/government representative asked *'there's a four year review plan, isn't there? What's special about the review?'*
- A developer/connections representative raised the point that *'in an eight year period, you're going to have one full government turn over.'*
- A housing/development representative asked *'are you looking at a long term steady investment as well?'*

Table 2:

- A local authority officer argued that *'I don't agree with the customer awareness point because I think the others are far more important.'*
- An environmental representative said *'if my electricity went down, I would probably think that I wouldn't do anything for a few minutes. If power goes out, it's going to come back. I would probably pick up the phone to British Gas rather than WPD.'*
- A domestic customer/representative disagreed and said that *'awareness is important to improve the Priority Service Register especially for people who are vulnerable.'*
- A domestic customer/representative supported the opinion and added *'I wouldn't agree that customer awareness is not important. The prioritisation of the seven on the list is difficult. They are all interconnected and you need a clear cut distinction to be able to order them properly. I think all of the elements have got to be there.'*
- A business customer/representative made the point that *'I am detecting a whole range of agencies chasing the agenda of vulnerability and I think it might be too much duplication.'*
- (S)he highlighted that *'there is British Gas trying to address it for example. There are too many people coming from too many different directions. It either needs to be collaborated, because otherwise it is too many cooks spoiling the broth.'*

“ Awareness is important to improve the Priority Service Register - Especially for people who are vulnerable. ”

Table 3:

- A domestic customer/representative stated *'I agree with all of that I can't think of anything wrong with them!'*
- A law firm representative concurred *'It's a good broad range you have there.'*

Table 4:

- An environmental representative asked *'have you ever considered selling electricity?'*

Table 5:

- A business customer/representative stated *'I find it difficult to draw out information on sustainability goals. I would have thought that it would be more of a priority. For instance, how WPD's systems are changing to react to climate change.'*
- An energy/utility representative made the point that *'environment is one of the key issues.'*
- A business customer/representative pointed out that *'environment seems to be spread across all the priorities, so it is hard to draw out information on it.'*

- An environmental representative complained that *'it is difficult to identify my interest in the priorities because it is spread across all priorities.'*

## 5.2 Is there anything missing?

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

Table 1:

- A regulator/government representative stated *'I think because you've got a list it looks linear. I think it's circular and at the centre is maintaining the network. We need to recognise we're not in a stable state.'*
- A housing/development representative felt that *'it's very difficult to plan many years ahead, it's like working in the dark!'*

Table 2:

- A volunteer representative raised the point *'why aren't we looking into intelligent storage for example over wind turbines? I think that needs to be included.'*
- A developer/connections representative stated that *'our major focus is whether we can get a timely and affordable connection. It is being able to be responsive to a change in government policy and whether WPD is able to respond to that and cope to the changes.'*
- A developer/connections representative commented that (s)he *'would be satisfied as I think network intelligence already seems to be considered as a high priority.'*
- An environmental representative highlighted that *'the protection of visual amenities doesn't seem to be anywhere in there.'*
- A local authority officer disagreed and considered *'the impact it has on the environment visually and both in the habitat is important and we see it every day in our day to day work. I am not sure if WPD has responsibility to ensure protection of the country side however. I think it falls more on the planning side.'*
- A business customer/representative also felt that *'visual amenity is part of the planning process. It is a wider responsibility rather than WPD's.'*



Table 3:

- A voluntary organisation representative remarked *'no it's a good comprehensive list.'*

### 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 energy/utility representative stated *'the lights have to stay on, that needs to go right on top.'*
- A domestic customer/representative highlighted *'network intelligence should be right on top as well.'*
- A local authority officer argued *'affordability should be right up top as well, it should be affordable for everyone.'*
- A domestic customer/representative highlighted that (s)he *'thinks affordability and vulnerability are two different things, but they are equal priorities.'*
- A local authority officer stated *'they are two different issues, yes, but they are on equal footing for importance.'*
- A developer/connections representative argued *'from an environmental perspective, the cheaper the power is the more people will use it and that isn't necessarily a good thing.'*
- An energy/utility representative stated *'I think there is an economic perspective as well. It needs to be affordable to promote innovation and technology.'*
- A housing/development representative felt that *'affordability is about corporate responsibility, it is WPD's responsibility.'*
- A housing/development representative stated *'you have very little influence on government policy, which is why I don't really know where I'd put it on the board.'*
- A local authority officer stated that (s)he would *'like to see cross-parties working to promote energy, we'd like to see politics taken out of energy so government legislation policy is very important.'*
- A housing/development representative felt that *'it's a very short term political issue, but the issues they're investing in is long term.'*
- A local authority officer stated *'you need to think about renewable issues.'*
- A developer/connections representative commented *'you can't plan to keep the lights on until you know about government legislation and policy and they can't make policy until you provide them with information. It's circular again.'*

- A regulator/government representative argued *'the answer about where to place government legislation and policy is to not put it on the board at all. It's not a priority, it's something WPD has to accept and deal with.'*
- A housing/development representative highlighted *'you need to remind government that it needs planning.'*
- A local authority officer stated *'you don't hear the voice of distribution companies, you only hear it from the energy companies such as British Gas, Centrica, etc.'*
- A regulator/government representative highlighted *'if policies change, and people lose faith, there will be a lack of investment. You need to get the engagement with government right.'*
- A local authority officer stated *'I think government legislation is a high priority but it can be placed as a low one.'*
- A housing/development representative stated *'let's compromise and put it in the middle!'*
- A local authority officer felt that *'workplace renewal is a high priority.'*
- An energy/utility representative commented that *'it's about succession.'*
- A developer/connections representative asked *'is this a high priority now or something you need to look at after these 8 years?'*
- A housing/development representative asked *'are you working with skills networks and councils to recruit?'*
- A local authority officer asked *'do you offer graduate schemes?'*
- A housing/development representative asked *'do you recruit and train your own employees or do you recruit from abroad?'*
- A developer/connections representative said *'I think workforce training should be a more bottom-ish priority. It has to be done but not a priority.'*
- A local authority officer stated *'I think that customer information should be a medium priority.'*
- A energy/utility representative made the point that (s)he *'disagreed, it needs to be higher.'*
- A housing/development representative highlighted that *'for customer awareness, it's good to hear about texting information to customers. If WPD is proactive about it.'*

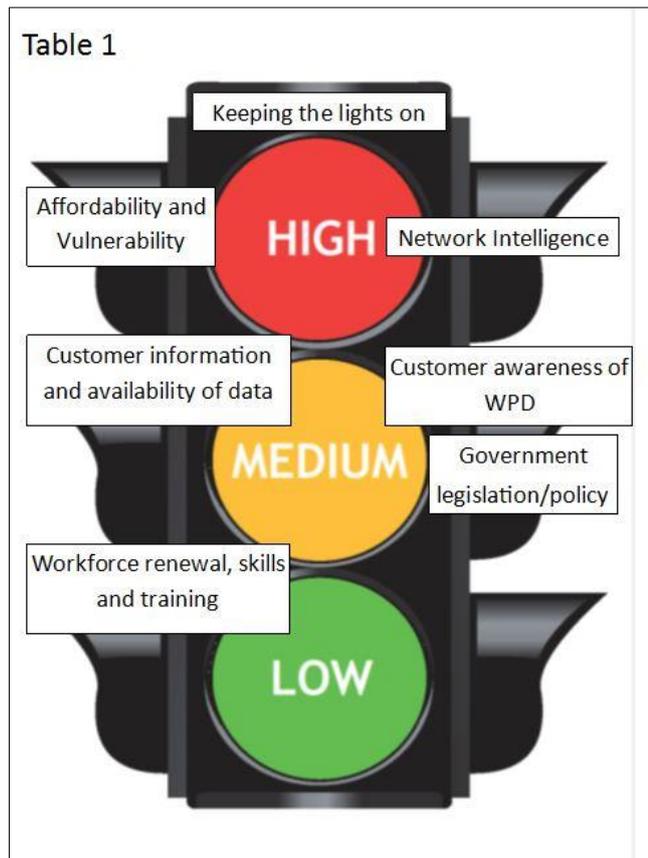
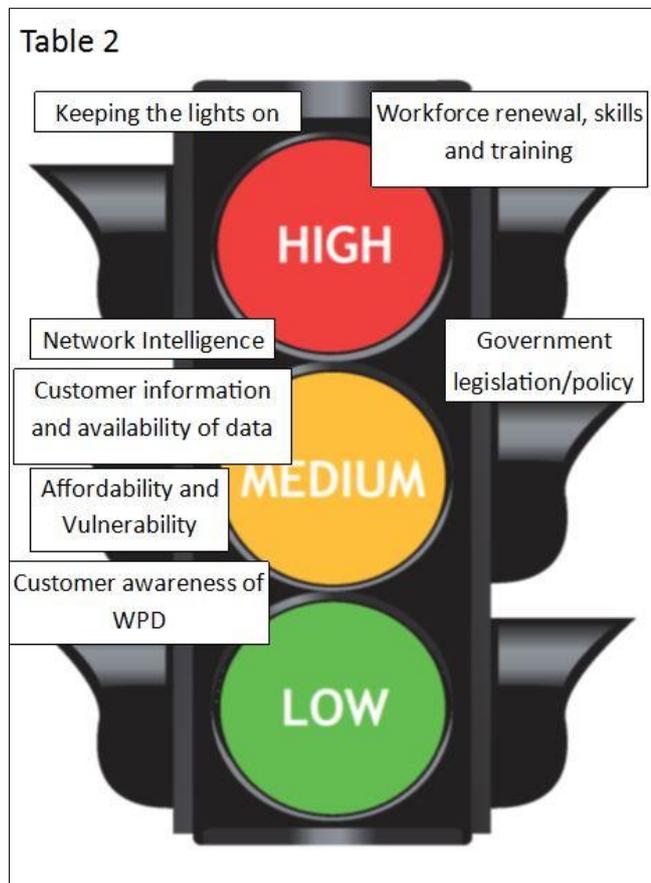


Table 2:

- A volunteer representative said *‘keeping the lights on would be on the top end. It is what you do – supply energy reliably.’*
- A volunteer representative pointed out that *‘if you don’t have the staff and the skills, you cannot keep the lights on. It is essential.’*
- A domestic customer/representative felt that *‘it has got to be there to be able for WPD to keep in pace with technology.’*
- A business customer/representative stated *‘I think that has to do with getting youngsters to understand electricity to pass the baton on so I absolutely agree.’*
- A volunteer representative insisted that *‘we are moving away from centralised big generation to distributed generation so the network has to adapt to that and it needs to operate in a very clever way as well. WPD needs to be able to adapt to any new technology which comes up.’*
- A developer/connections representative highlighted that *‘you need to be knowing what is going in the network to be able to keep the lights on.’*
- A developer/connections representative argued that *‘government legislation should be really high as it describes the arena in which it is operating. Planning always comes in and it inevitably affects your businesses.’*
- A volunteer representative said that *‘since government is forcing all generation into rural areas, then the government should be footing the bill rather than WPD.’*
- A developer/connections representative made the point that *‘WPD should have a more active role in influencing policy rather than passively accepting it.’*
- A domestic customer/representative agreed and added that *‘it should be done collectively with other DNOs as well and maybe other agencies.’*
- An environmental representative felt that *‘you have got to know about government policy but I don’t know if WPD could influence that.’*
- A volunteer representative pointed out that that *‘if you get the other steps right, nobody is going to need to contact WPD anyways or be aware of the information.’*



- A domestic customer/representative stated that *'it is still an important element, but it has more importance to fewer than some of the others.'*
- A domestic customer/representative said that *'there are standards of performance and for outage periods, domestic customers can get a rebate which could offset potential costs. It is all about visibility and awareness of WPD by customers is a major part to ensure that accountability.'*
- A domestic customer/representative added that *'there is a higher or greater understanding emerging but it could always be better.'*
- A domestic customer/representative asked *'1.3m calls a year is a significant cost to your business isn't it?'*

Table 3:

- A domestic customer/representative pointed out *'I'm amazed customer awareness is 47%! It's high if it's important that they know its WPD that needs to deal with things. I've got a fridge magnet that says ring this number when the power goes off and that's great.'*
- A domestic customer/representative commented *'WPD wrote to me and sent me a sheet of all the things I can contact them about; more of those things like fridge magnets are good.'*
- An environmental representative highlighted that *'raising awareness is a medium priority as you could say nearly 50% of customers do know! So it's more a mid-priority as otherwise we'll end up with all things as a high priority!'*
- A business customer/representative argued *'yes people have to know who to contact when they have a problem, not necessarily to improve your brand but to solve problems, more as reassurance than anything else.'*
- A domestic customer/representative made the point that *'it's only when there are difficulties your name crops up! So the more difficulties you have the more people find out about it! In rural areas I wouldn't mind betting it's far higher than an urban area as in rural, scattered areas people are more aware of breakdowns and they occur a bit more often. Your network in towns is more underground and less susceptible to problems. It's not a high priority, it can't be! It will develop over time it's only important that people know who to contact when things go wrong.'*
- An energy/utility representative said *'I think from my perspective that the priority does shift in terms of awareness, in times of calm and no lines out and no storms, awareness of WPD is very low, as a distribution network operator you don't want to bother your customers. You would rather the lights stay on 100% of the time but in the winter period, accidents do happen and you just have to make sure that customers do know who to contact if the power goes off. It's a variable priority.'*

- A housing/development representative mentioned *'It's high priority, because its information going both ways, WPD staff don't have to read the meter in the home and waste time getting out to the house, it sends information automatically and they have live information about the smart meter data instantly! It's really a top priority for the company.'*

- A business customer/ representative considered *'yes it's more useful to know from a business perspective to know how the network will improve over time.'*

- A housing/development representative remarked *'that's so important as a commercial user. The number of times I make an application, and then you say you have to make a study that will take 20 weeks – well you should have that information instantly at your fingertips already. It's absolutely vital.'*

- A domestic customer/representative commented *'you have to respond to government legislation, so it's quite a high priority as you have to do what they say.'*

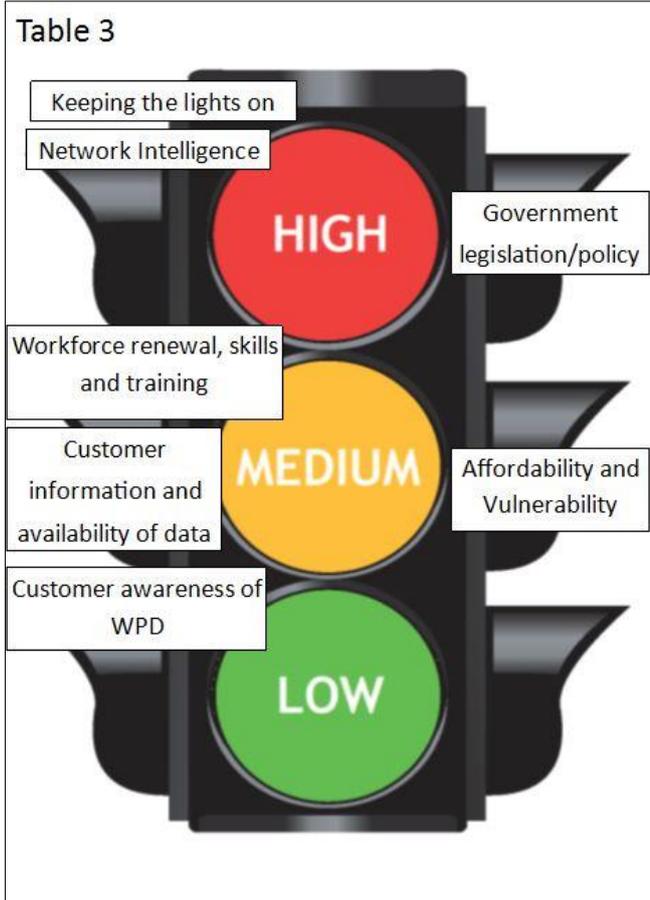
- A business customer/representative stated *'legislation must be the highest as everything else cascades from that.'*

- An environmental representative felt that *'as a commercial company you want to comply with the law as you want the contract for the next round too, so if you don't comply you won't get it – it's got to be a high issue!'*

- A voluntary organisation representative pointed out *'looking back you can argue the key long term priorities are all high. Affordability and vulnerability is key as a lot of the work is already done in the Business Plan. So I'd say it sits in the medium bracket as I think a lot of the work is done upfront and delivered alongside the Business Plan. As long as you're on task and on track with the Business Plan, its sits in the medium priority.'*

- An energy/utility representative mentioned *'the commitment is there to collect data on vulnerable customers. But vulnerability changes and the commitment are there from WPD to make sure and track how that changes and stay up to date with it.'*

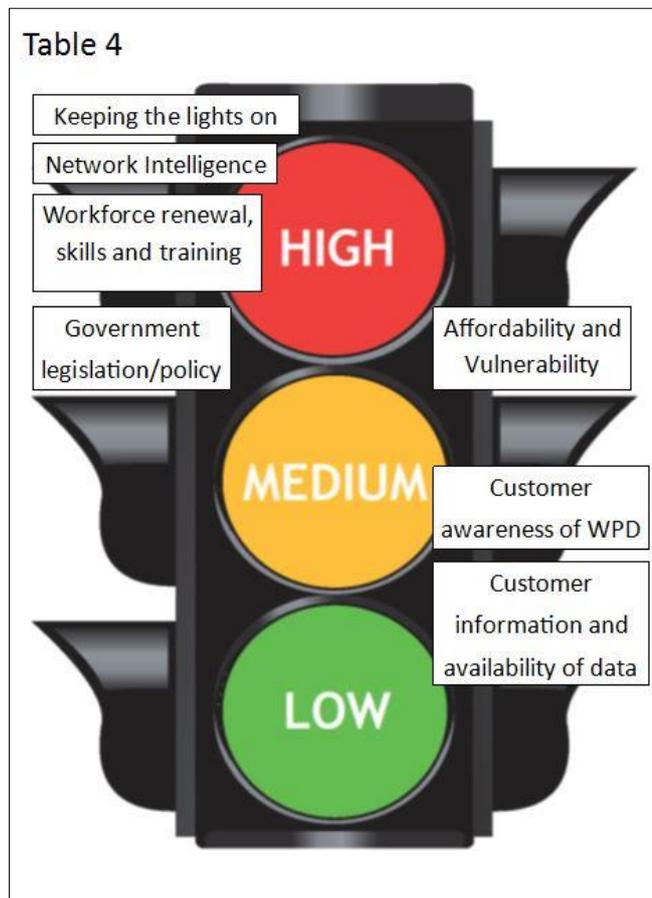
- A domestic customer/representative pointed out *'I assume the most important point is just to make sure those customers have electricity. Otherwise it's the responsibility of the supplier if people are in fuel poverty so it's a middle priority.'*



- A business customer/representative stated *'it's good business ethics; it has to be there in the middle I wonder if it is higher or lower than customer awareness. I think there's a lot of overlap between all these points.'*
- A domestic customer/representative remarked *'you told us the answer at the start! Keeping the lights on certainly is top priority.'*
- A domestic customer/representative reaffirmed *'keeping the lights on is fundamental, your existence is based on that.'*
- A housing/development representative considered *'but it's not just keeping them on, it's getting the lights rolled out and developed in the first place.'*
- A business customer/representative said *'it's an obligation rather than a priority.'*
- A law firm representative raised the point that *'that's something you have to keep under constant review along with network intelligence and all those priorities together.'*
- A business customer/representative argued *'economically it's vital to keep a good workforce, in terms of economic resilience in three or four regional economies you contribute to, but compared to the other things it's more a business priority than a customer priority.'*
- A domestic customer/representative felt that *'you can't really achieve a lot of the others if you don't have a decent workforce! You have to keep the knowledge and expertise there. You just need a plan to deal with the aging workforce.'*
- A domestic customer/representative remarked *'one of the things about the workforce is they will have direct contact with the customer, so you have to make sure they are good!'*

Table 4:

- An environmental representative made the point that *'your operating costs are relatively steady.'*
- An environmental representative argued that *'you've saved 119 million.'*
- An environmental representative highlighted *'what did you do with the 119 million?'*
- A development/connections representative stated *'why is customer information and data at the bottom?'*

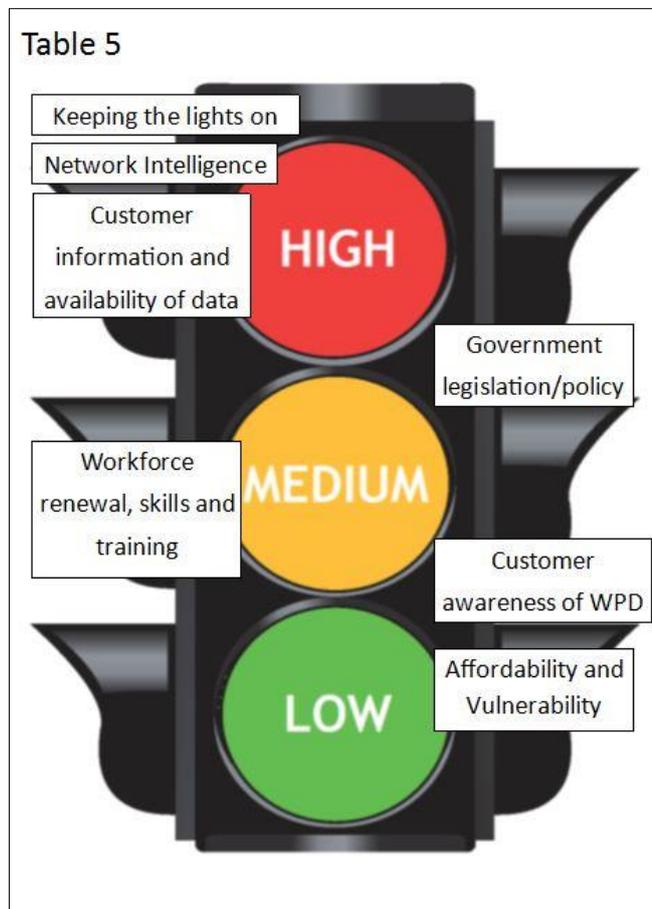


- The group came to a consensus about the priorities and listed them without much further comment

Table 5:

- A law firm representative stated *'shouldn't making a profit be a priority?'*
- A local authority representative stated *'there seems to be a lack of customer awareness.'*
- A business representative noted *'consumer intelligence helps us to use our assets better.'*
- A business representative pointed out *'it is if you listen to what your customers tell you, and pass that on to the government.'*
- A business representative stated *'there are interlinked priorities and it is generally difficult to measure with our unlimited budget of opinion.'*
- A business representative stated *'should government policy have a higher influence – priority on being proactive.'*
- A business representative stated *'time horizons need to be considered for the different priorities.'*
- A business representative stated *'customer awareness has a lot to do with public visibility.'*
- A customer representative argued that keeping the lights on is a *'top priority.'*
- A developer/connections representative made the point that *'the more you know about the network, the more you know about capacity and pinch points. And more you know, the more you can do about it.'*
- Speaking of network intelligence a business customer/representative highlighted that *'it feels like it is a means to an end, rather than an end to itself.'*
- An energy/utility representative commented *'what government policy (sarcasm). My take is it is a high priority. If you ask WPD how to lay out the network it would be different than what the government wants. So it (government legislation) is a high priority.'*
- An energy/utility representative highlighted *'government legislation is key to influencing.'*
- A business customer/representative argued *'I would agree that government legislation has to be high on the priority list.'*
- A business customer/representative felt that *'you need to look at government policy early to adapt quickly.'*
- A developer/connections representative stated *'I don't see how WPD can impact the government's policy.'*
- A developer/connections representative made the point that *'we have monumental trouble attracting the right people and attracting the right revenue for training. Workforce skills and training is absolutely key.'*
- An energy/utility representative stated *'we want the best and brightest at WPD because it impacts our deliverables. By definition all these things are important. And you will need the best people to make these priorities happen.'*
- A developer/connections representative felt that *'you need to keep people skilled up, because people are moving on and progressing their career.'*

- Referring to skills and training, a developer/connections representative made the point that *‘utilities, especially water, is in a far worse position than WPD. WPD is leading in skills encouragement in my opinion.’*
- A business customer/representative complained *‘I’m not sure the workforce skills should sit as high as it does because it is simply a part of delivering your job.’*
- An energy/utility representative said *‘I disagree. You have so many priorities. That’s not a good place to be, because you have too many issues to deal with.’*
- Speaking of customer awareness, a developer/connections representative said *‘it is important to put across to WPD customers where they fit, so they know. But generally it is a low priority.’*
- An energy/utility representative felt that *‘you need to explain to customers what WPD’s role is.’*
- A business customer/representative pointed out that *‘there is an aspect of having the right information. Having current accurate information makes a big difference in terms of going to WPD with proposals for projects that can truly make a difference.’*
- An energy/utility representative commented that *‘we can help manage unnecessary work load by having the right information. So it (customer information) is important’*
- An environmental representative *‘I would say customer information is a mid-level priority.’*
- A domestic customer/representative felt that as priorities go, affordability and vulnerability were *‘right at the top.’*
- An energy/utility representative pointed out that *‘from dealing with the DNOs, WPD is one of the most affordable, so I think they have a good grasp of affordability and vulnerability.’*
- Speaking on affordability and vulnerability, a developer/connections representative argued that *‘as a large client in the industry WPD have an obligation to do what they can. As a customer and human I would place affordability and vulnerability as very high on the priorities list.’*
- An energy/utility representative made the point that *‘for us it affordability and vulnerability is a cash flow issue.’*
- An energy/utility representative stated *‘at the risk of being unpopular I would make affordability and vulnerability a very low priority. It is more of an issue for the suppliers. There is a cost to upgrades and you can’t get away from that. And if you address vulnerability it will impact affordability.’*



- A domestic customer/representative commented that affordability and vulnerability *'rank as a low priority for those apart from the customer.'*
- An energy/utility representative argued *'if I could take one thing out it would be policy. You can have so much forward planning for what the government might require. It is a waste of resources.'*
- An environmental representative complained that *'as a company you would struggle to manage so many priorities.'*
- An energy/utility representative countered *'these priorities are reflective of the way a business is run; everything is urgent and is needed now.'*
- An energy/utility representative stated *'I would move work force training and skills down in priority, it is not unimportant, but simply part of standard Business Planning.'*
- An energy/utility representative highlighted *'there have been improvements in keeping the lights on, so there looks to be more important priorities to manage urgently.'*
- A developer/connections representative countered *'that is fine until the lights go off. Then it will be a significant problem.'*

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

Table 1:

- A domestic customer/representative raised the point that *'the workshops are great but the general every day customer might not understand the issues.'*
- A developer/connections representative argued *'customer awareness should be lower, actually, but I think people can make one or two calls before finding WPD.'*

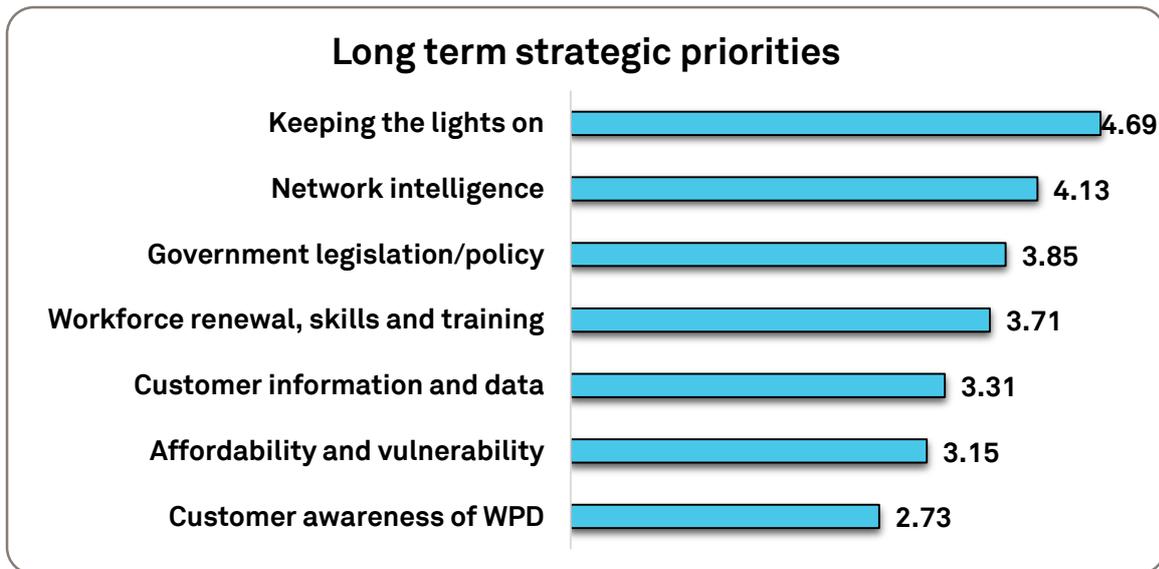
Table 3:

- A domestic customer/representative reaffirmed that *'government policy is a legal obligation, you can't vary that policy. You have no choice unlike some of the other areas here. You may have to review how it may change into the future though.'*
- A law firm representative explained *'but there's legislation which is obligatory and your company or government policy that is more influential than obligatory.'*

#### 5.5 Individual voting results

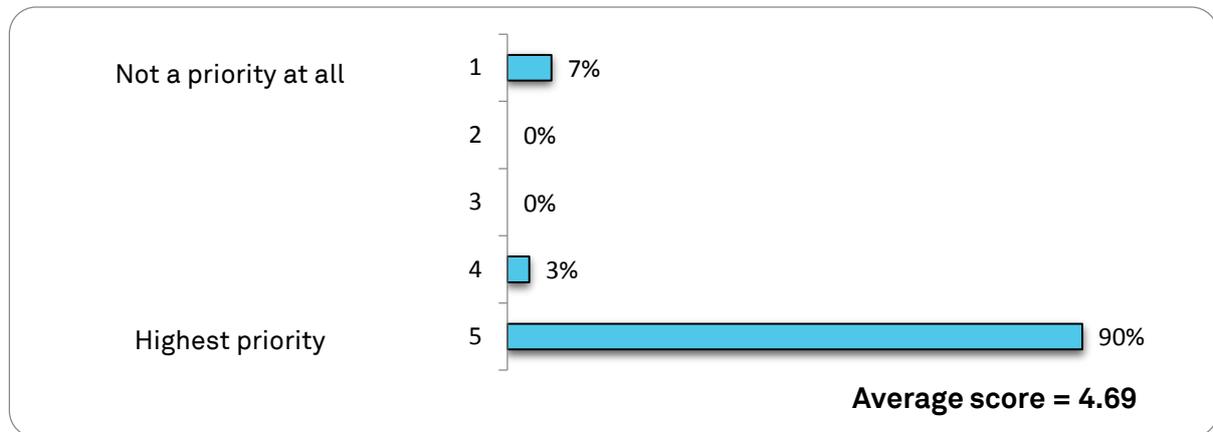
After group discussions, the stakeholders were asked to vote individually on what they considered to be top priorities. Each person was able to cast a vote through an electronic voting system. The results are displayed below.

**Overall results:**

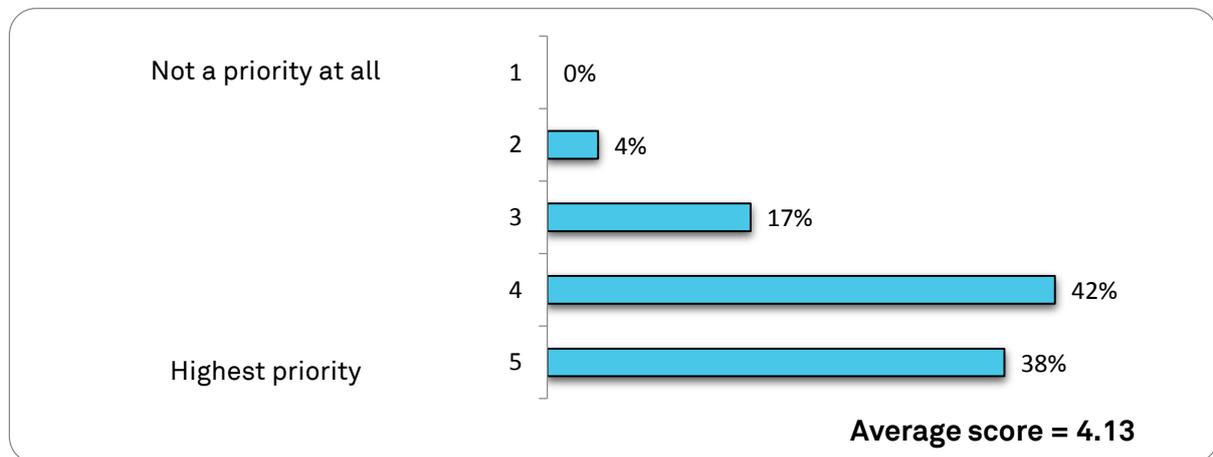


**Priority-by-priority results:**

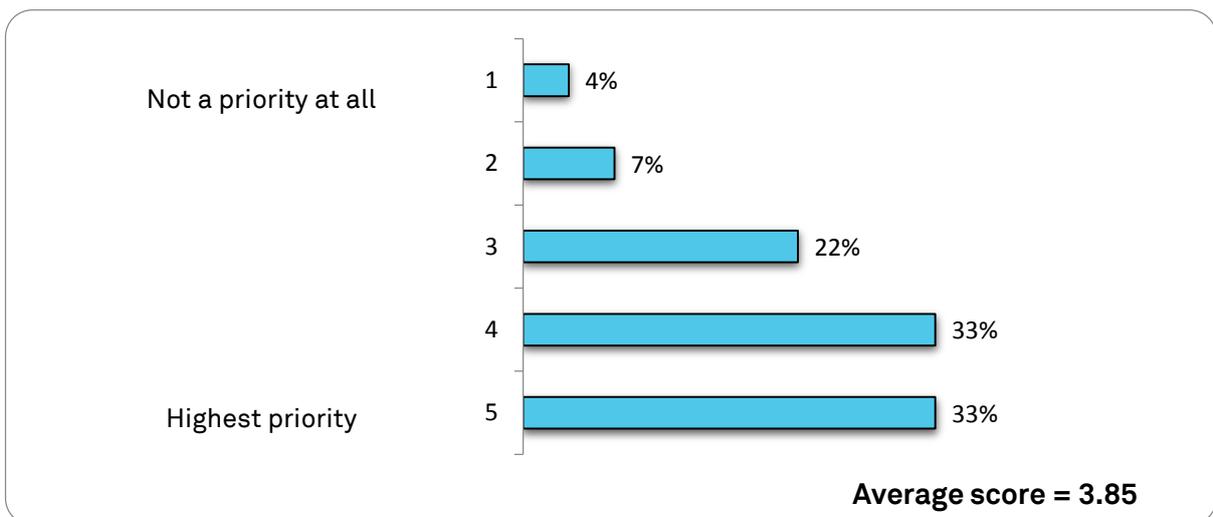
How do you rate **keeping the lights on** as a long-term priority?



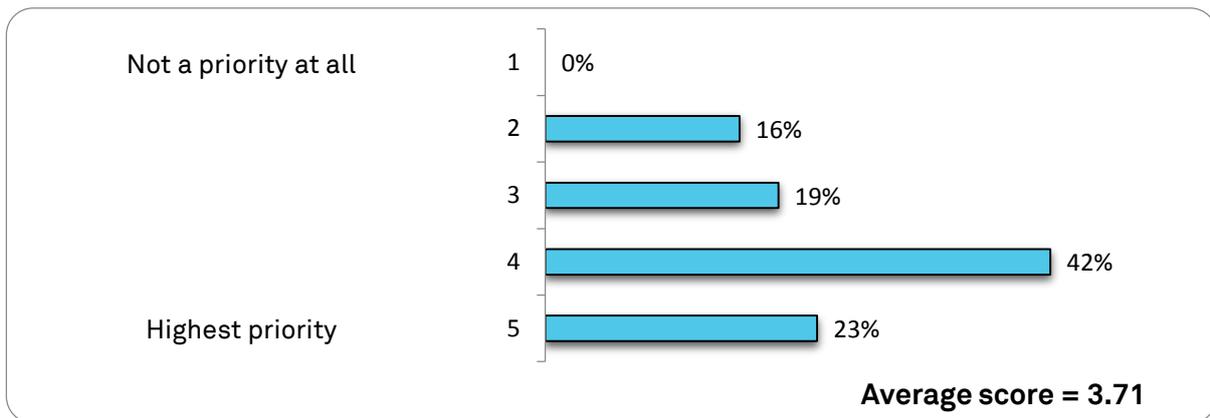
How do you rate **network intelligence** as a long-term priority?



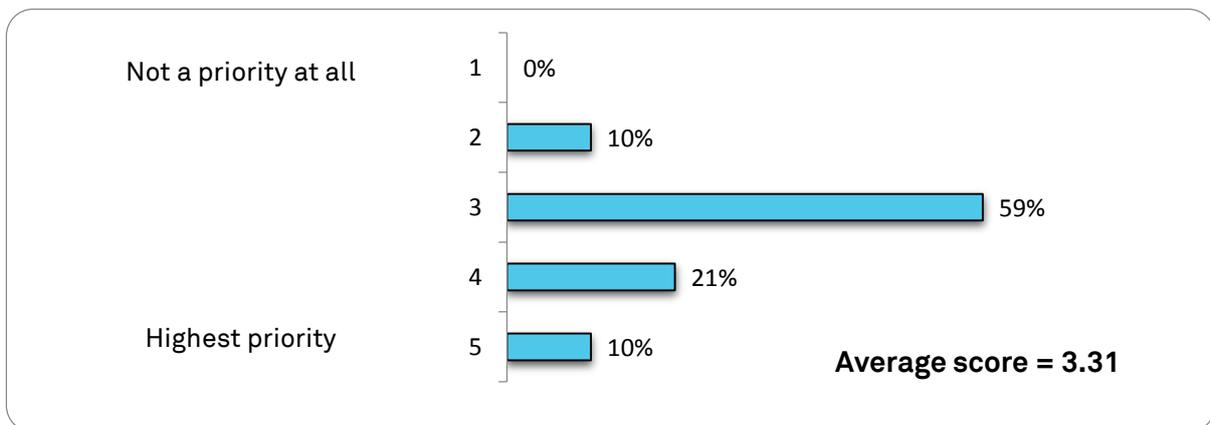
How do you rate **government legislation/policy** as a long term priority?



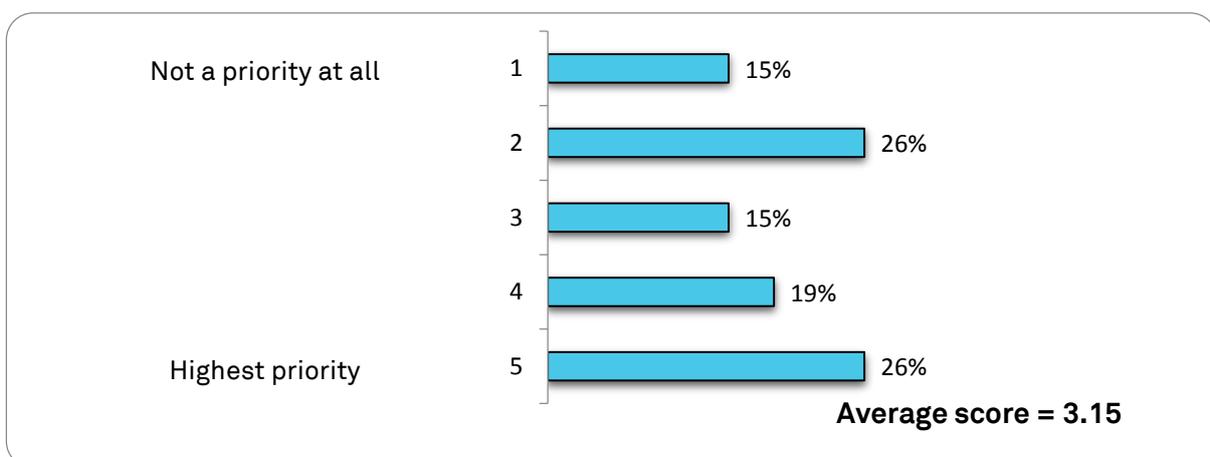
How do you rate **workforce renewal, skills, and training** as a long-term priority?



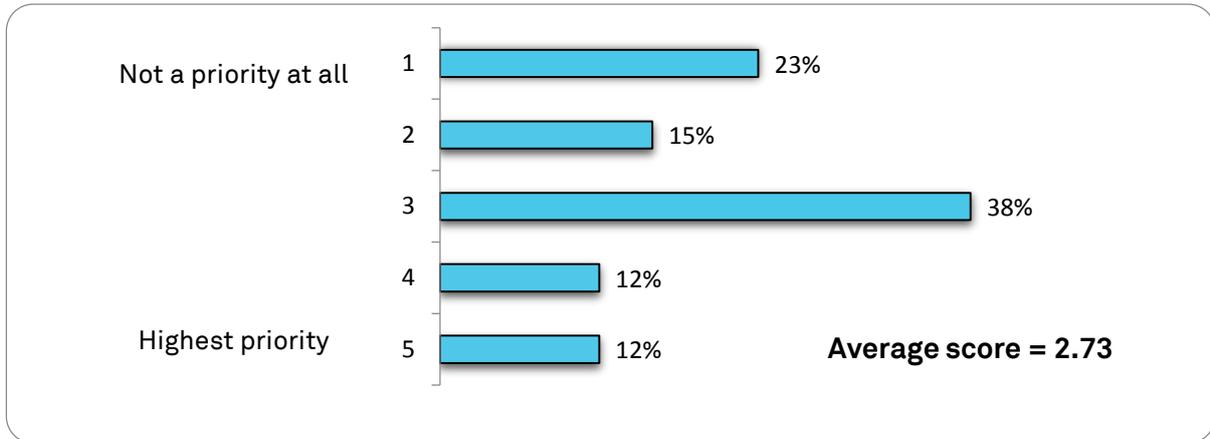
How do you rate **customer information and data** as a long-term priority?



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



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



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

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

- Customer Awareness of WPD
- Affordability and Vulnerability

### Customer Awareness of WPD

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

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

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

Table 1:

- A housing/development representative stated *'well your dial in number is an 0800 number which isn't free for everyone calling.'*
- A local authority officer commented that *'you never see television advertising, so do product placement where someone in Corrie or East Enders contacts WPD during a black out and that can help people commit it to memory.'*
- An energy/utility representative raised the point that *'in the gas industry, we've used product placement to get people aware about gas leaks. They had an episode about it in Coronation Street.'*
- A business customer/representative said *'I'm not sure about television. It's very broad now, not sure if people will actually see it.'*
- A local authority officer felt that *'social media is a good thing.'*
- A regulator/government representative asked *'is there a way you can link it to your supplier?'*
- A business customer/representative raised the point that *'a lot of bills have gone paperless, so maybe we need to put them in the email.'*
- A developer/connections representative commented that *'if people come check your meter, then perhaps put a sticker on the fuse box for easier access.'*
- A housing/development representative suggested *'supply torches with your contact details on it... perhaps two?'*
- A local authority officer suggested *'sponsorship of football matches or sports team?'*

- A housing/development representative stated *'I'm questioning the school one. You have to cover a huge area. You can link with fire and rescue and join in their programme. If they speak about a whole load of safety issues then you can engage with the children more effectively.'*
- A domestic customer/representative said *'tell your children and then they'll tell their parents. It's the pester power of the children.'*
- A local authority officer commented that (s)he would *'rather than do a programme in all areas, perhaps do it in the areas with the most connection problems to help target.'*
- A business customer/representative highlighted that *'most of our people are aware of WPD because they see the vans working on the networks.'*
- A local authority officer stated *'I think we should add targeting direct areas where there is a weakness in the network.'*

**“ I'm not sure about television. It's very broad now, not sure if people will actually see it. ”**

Table 2:

- A local authority officer pointed out that *'WPD should have drop in centres. Face to face contact would help such as in local community centres.'*
- A domestic customer/representative agreed and added that *'face to face element is missing from here but would be welcomed by potential customers. Drop in centres are one example but mobile vans are another element of that. Individuals can talk about their own circumstances and their own geography and that is more easily done face to face.'*
- (S)he considered that *'many people won't be able to access some of the other channels.'*



Table 3:

- A domestic customer/representative felt that *'rather than the general TV advertising, the one thing you can do is to do this exercise with the ITV or BBC in the winter – maybe sponsorship of WPD after a bad weather report. General TV advertising isn't going to do you much good, but if the report says there's going to be a big snowstorm they could say call this number if you need to inform WPD of any power outages.'*

- A housing/development representative agreed *'yes I think the sponsorship is a good idea, I like it.'*
- An energy/utility representative concurred *'it's definitely better than spending money on general advertising – if you have to spend that money spend it on something worthwhile!'*

## 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	● ● ●
<i>Get information into Coronation Street</i>	●
<i>Awareness via suppliers—eBills, meters, etc.</i>	● ●
<i>Target hotspot areas</i>	● ●

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Table 1

- A business customer/representative felt that *'I think fridge magnets are really important.'*
- All of the stakeholders made their decisions quickly and added their stickers without comment

Table 2:

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



Table 2

- A domestic customer/representative raised the point that *‘you would be able to use your mobile phones to interface very quickly during a power cut and update people. This takes away the need for spare house phones.’*
- An environmental representative considered that *‘it excludes one section of the community but the section of the community it does include is increasing all the time.’*
- A developer/connections representative stated *‘people on local radio could then pick up on the tweets and advertise that.’*
- A volunteer representative highlighted that *‘we need to look long-term for this as well. Teenagers today will be owning households in the future.’*
- A domestic customer/representative said more local media advertising *‘should focus on newspapers rather than radio.’*
- A developer/connections representative felt that *‘Twitter is brilliant in getting out the message quickly.’*
- A volunteer representative supported direct mailings and stated *‘what you are dealing with is a crisis situation. They want to know who to ring when the power is cut. A fridge magnet for example is key for that.’*
- An environmental representative pointed out that *‘with direct mailings, its tangible. You can keep it and save it as a reminder.’*

- A domestic customer/representative added *‘for an ageing population, reference material which you can sit down and read is very important.’*
- A developer/connections representative stated *‘I like the idea of education because it doubles back on this idea of training and getting people interested in engineering.’*
- A business customer/representative highlighted that *‘a number of things we are doing of late is helping youngsters understand what is going on in the whole world of opportunity and this resonates with that.’*

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	● ●
<i>Sponsorship opportunities with contact details E.g. weather channel</i>	● ● ●

**WESTERN POWER DISTRIBUTION**  
*Serving the Midlands, South West and Wales*

Table 3

- A housing/development representative highlighted *‘it’s your first port of call, the website information and electronic information is vital, it’s where people go first.’*
- A housing/development representative pointed out *‘no radio and newspaper are a bit useless, I don’t even look at the paper nowadays.’*
- A domestic customer/representative complained *‘you really don’t look at many of the newspaper adverts at all and general TV advertising is of no use whatsoever!’*
- An energy/utility representative stated *‘that is over and above the website, social media is important, even above the website. Websites are clunky and you have to click around to see where you go, where smart phone apps and social media are direct and you get exactly where you want to straight away.’*
- A domestic customer/representative felt that *‘if you want to get hold of customers, I imagine social media is one of the ways you would contact them.’*

- A housing/development representative commented *‘I have a house near a marina and every time there’s a flood alert warning I get a phone call which is very useful, perhaps you could do something similar when there is bad weather particularly with vulnerable people.’*
- An energy/utility representative explained that *‘the beauty of social media is you can go into broadcast mode and don’t have to contact each person on a one to one basis but still can if you need to, or still respond appropriately if a whole region has lost power.’*
- An energy/utility representative stated *‘direct mailings are still good to keep even if you move more things online.’*
- A law firm representative pointed out *‘if I receive a fridge magnet it goes right on my fridge! It’s very accessible and one of the best initiatives you’ve had for awareness.’*
- A domestic customer/representative suggested *‘maybe send out Power for Life in autumn – the windy period too. People must phone more in the winter than summer.’*
- An energy/utility representative remarked *‘yes as we said earlier targeting at appropriate times is crucial.’*

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	● ● ● ● ● ● ● ●
<i>During work/ day-to-day</i>	● ● ● ●

Table 4



- A regulator/government representative pointed out that *‘working with subcontractors – we need to utilise them for advertising, utilising construction and maintenance projects to advertise and increase awareness.’*

- An environmental representative highlighted that s(he) *'didn't necessarily know about WPD being relevant to electricity supply, so I threw away the package.'*
- A business representative felt that *'the use of social media should be more regional and localised.'*
- A business representative complained that *'the cost of the magnets is something I'd rather not pay for. Because 7.8 million is a lot.'*
- A regulator/government representative felt that *'utilising local partnerships and expertise to alleviate fuel poverty should be a natural fit for customer awareness initiatives.'*
- A business representative stated *'the TV advert was successful.'*
- A local authority representative pointed out that *'logos, vans and contractors are crucial further conduits outside of normal media.'*
- A business representative highlighted that *'educational activities – expanding education (e.g. old people's homes) community groups in general. Schools are the right place to go for safety'*
- A local authority representative pointed out *'we have a firm belief in building awareness amongst the young.'*
- A business representative stated *'TV advertising – demographics can be targeted by time of day etc.'*
- A law firm representative argued that *'WPD need to have a better routing system to detailed info on the website.'*
- A business representative highlighted *'the website is crucial for forward planning for businesses. Education (future engineers and encouraging more of them).'*
- A law firm representative felt that *'the educational side needs focus (schools – climate change, broader energy use). Needs to be a wider initiative across other demographics. Safety needs to be paramount. Website and smarter social media to respond to queries.'*
- A local authority representative said that *'Twitter can be better utilised. Higher education and colleges should see more educational initiative targeting.'*
- An environmental representative raised the point that *'we want you to expand schools education – which raises awareness regarding a local initiative resilience planning. Also, what do you mean by resilience planning?'*

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	● ● ● ● ● ●
<i>More targeted contact on projects/incidents</i>	● ● ● ● ● ● ● ●

Table 5

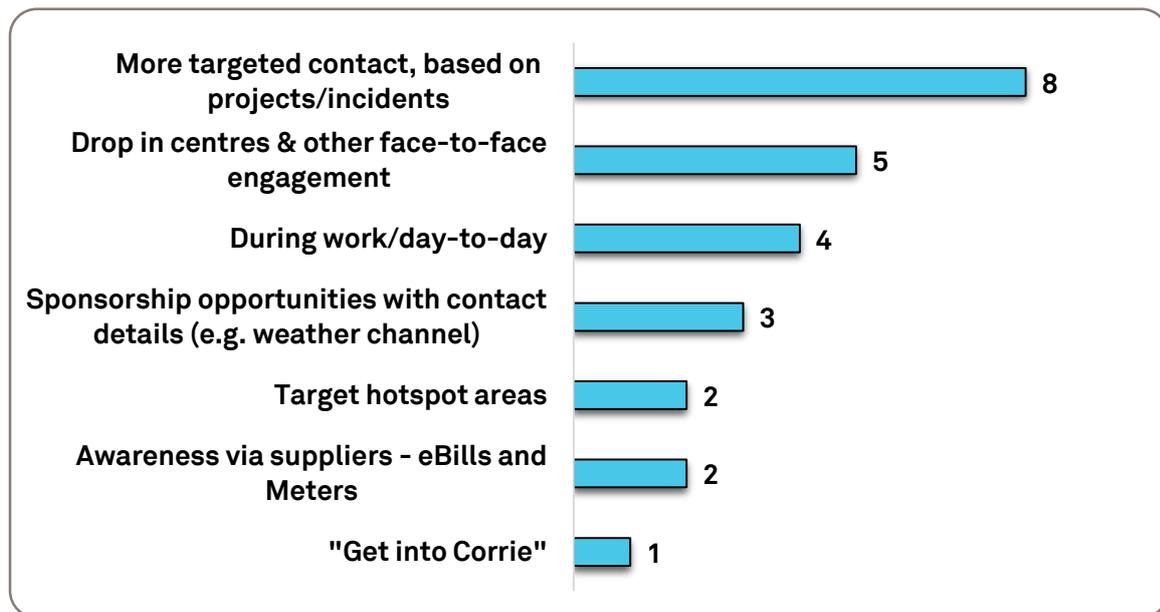


- Speaking on customer awareness, a business customer/representative said *‘perhaps information should be targeted when an event is happening in the area like a storm or an upgrade. This is a proactive communication method.’*
- A developer/connections representative added *‘when there is an issue going on in the area, WPD usually know what is taking place and can inform customers, which is very helpful.’*
- Discussing customer awareness, an environmental representative highlighted that *‘the national trust, the wildlife trust publish journals and it would be good to see WPD engaging in a conversation in those journals.’*
- A business customer/representative stated *‘I think it is good to engage with schools, so that from an early age young people understand everything from distribution to supply.’*
- An environmental representative said of WPD’s customer engagement, *‘I saw the direct mailing sent to the community council and it was impressive, it was good stuff, and I would like to see that at my home.’*
- A local authority officer made the point that *‘direct mailings are still a very effective way of reaching people, particularly people who do not have access to websites. I agree with targeted contact through interest group and I would also suggest engaging in school education.’*
- A customer representative state *‘I agree with targeted messaging through direct mailing, because you know where it is going and that it is being received. And the sooner kids get involved the better.’*

- A developer/connections representative commented that *'my fridge magnet is still on the fridge door, so direct mail is good. I also would put more effort into expanding the website with the aim of providing targeted information. I read the newspaper as do the older people, so local media advertising can help.'*
- An energy/utility representative raised the point that *'reaching out to schools to explain safety and future job opportunities is key. It is no good sending information to my home when I'm not at home, if the power is off I am more likely to receive information on social media. I also want a wider range of information on the website.'*
- An energy/utility representative said *'I'll put one vote on the direct mailing and one on the targeted information. People have a preferred method of communications for customers and using the website would not likely reach the more vulnerable of customers. Schools are a great way of providing general information on safety and job opportunities.'*

### 6.3 Stakeholder suggested activities

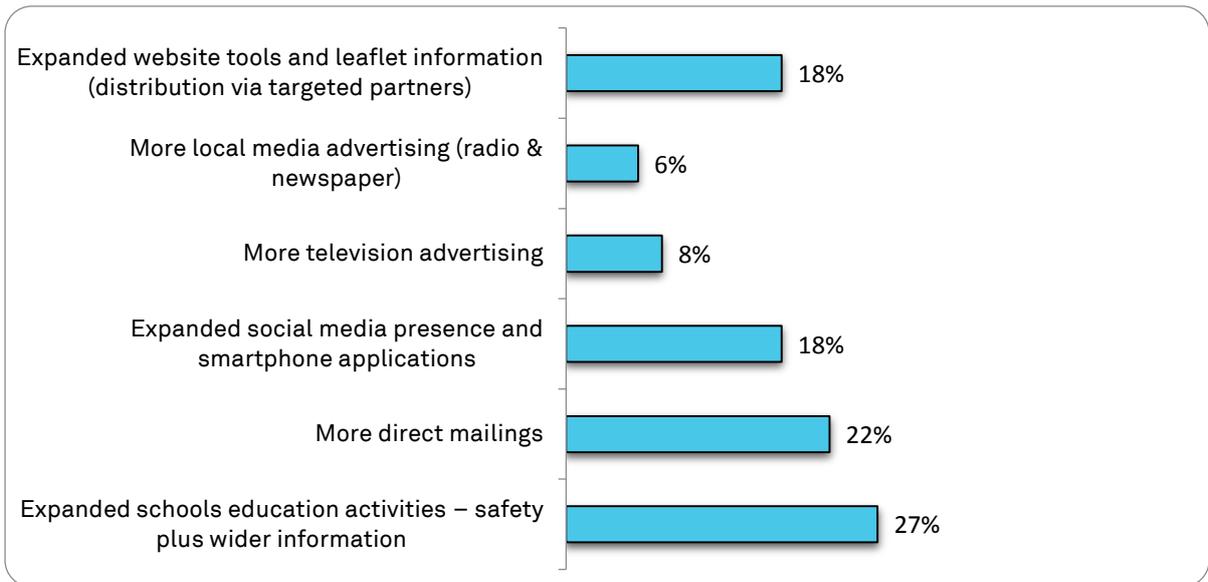
During the workshop, stakeholders suggested additional activities for [customer awareness of WPD](#) beyond those that WPD had already identified. The graph below presents a summary of those additional activities along with the number of votes they received across all of the workshop tables.



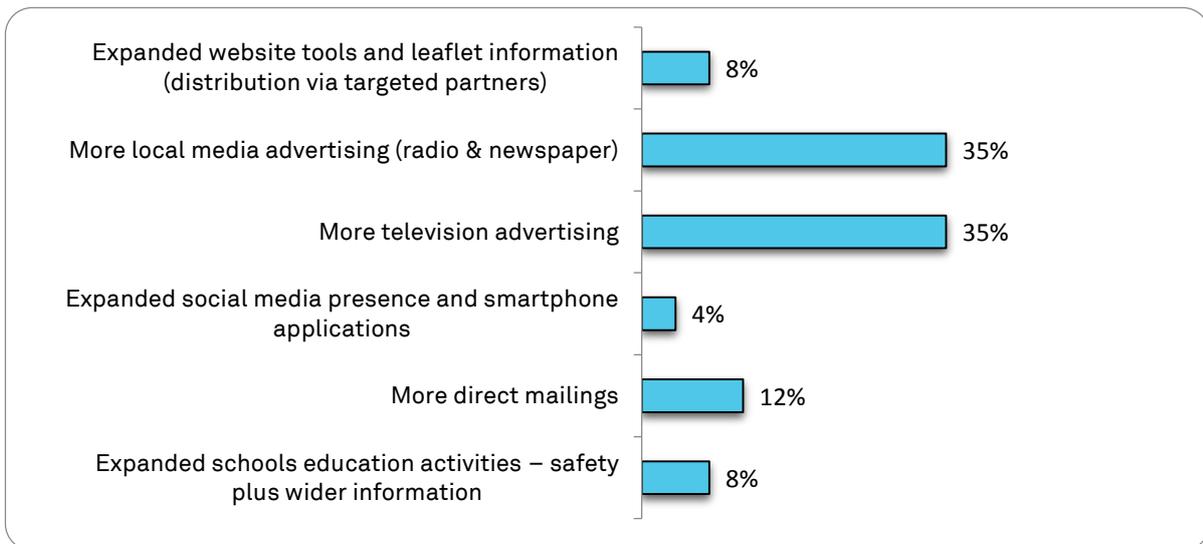
### 6.4 Individual voting results

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

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



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



## Affordability and Vulnerability

Stakeholders were asked to refer to the list of 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

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

Table 1:

- A local authority officer asked *‘why is it only focusing affordability and vulnerability for domestic customers? The connotation is that you’ll only have affordability if you’re vulnerable. We should add businesses, vulnerable businesses.’*
- A developer/connections representative stated *‘perhaps it’s just the area where the business is rather than the economics of business.’*
- A housing/development representative commented that *‘we don’t have a whole load of information about fuel poverty.’*
- An energy/utility representative asked *‘what would qualify as fuel poverty?’*
- A domestic customer/representative commented that *‘even if oil prices drop there won’t be effective quelling of poverty.’*
- A housing/development representative stated *‘in terms of housing and development, people in housing estates are the ones that fuel poor. We need to work together to share data, that would be excellent.’*
- A housing/development representative commented that *‘we don’t like the hardship fund; some people have done some bizarre things. Something that needs to be more equitable and long term. I think we should add partnerships and starting affordable programmes together.’*
- An energy/utility representative stated that *‘it has to do with your definitions of vulnerability. Training people to be more empathetic is key. Raising the general awareness of vulnerability.’*

“ Why is it only focusing on vulnerability of domestic customers? We should add businesses, vulnerable businesses. ”

- A housing/development representative commented that *'if you gave old people LED light bulbs there would be a massive reduction, so it's a part of education as well.'*

Table 2:

- A business customer/representative highlighted that *'the main thing is collaboration with others. What I am sensing is that when you go into a community and ask for ideas, you end up coming up with the same things.'*
- A business customer/representative commented that (s)he was *'unsure of who is coordinating the activity and there doesn't seem to be a clear direction on who is leading on there.'*

Table 3:

- A law firm representative stated *'yes it's quite comprehensive.'*
- A domestic customer/representative said that *'yes the list is all good as far as I'm concerned it covers everything.'*

### 6.6 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	● ● ● ●
<i>Helping vulnerable businesses</i>	●
<i>Raising awareness of vulnerability and fuel poverty</i>	● ●

Table 1



- All of the stakeholders had made their decisions and added their stickers without comment.

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**

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- An environmental representative pointed out that *'it is more effective to do things in collaboration or partnership with suppliers rather than in isolation. For example, a hardship fund can be contributed to my many other organisations such as suppliers.'*
- A domestic customer/representative added *'there are other services such as 'fire and rescue' which would have a vested interest in these things.'*
- A developer/connections representative supported practical support and said that *'it shows a desire to engage with the local community and seems to be the best way to reach people.'*
- An environmental representative voted for improving the data on the service register and considered that *'the PSR must be very important. For certain people, electricity is a matter of life and death.'*
- A domestic customer/representative agreed and added that *'when used properly and in the right circumstances, it can be one of your best advocates or a reference mechanism. It has got to be accurate and well used however.'*
- A volunteer representative disagreed with fuel poverty referral schemes as he felt that *'there are too many people jumping on the referral and advice band wagons.'*

- (S)he argued that *‘what we should focus on now is the hard measures. It should be about treating the causes and not the symptoms. People are just passed around to other people.’*
- There was broad consensus that investigating feasibility of network solutions was the most valuable compared to the other actions.
- A volunteer representative said *‘investing in managing the demand side rather than the supply side is better. If you reduce demand, supply usually takes care of itself.’*
- A domestic customer/representative pointed out that *‘it is more of a root solution.’*

Table 3:

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

Table 3



- A business customer/representative mentioned *‘I think places like sheltered homes can be assisted to understand the implications of power cuts and how to plan for them.’*
- An environmental representative pointed out *‘comparing it to the hardship fund it’s more targeted.’*
- A domestic customer/representative highlighted *‘yes many of the other points follow on from that first one.’*
- An energy/utility representative felt that *‘vulnerability changes, you need to keep accurate information so you can have targeted campaigns and support people that actually need the help.’*

- An environmental representative explained that *'there is a huge overlap in all these areas; it's hard to separate them all out individually!'*
- A housing/development representative suggested *'if you knew where they were when you set up the business it helps you vastly.'*
- A domestic customer/representative remarked *'I think you definitely need to identify the people in fuel poverty.'*
- An energy/utility representative raised the point that *'for the reasons we just mentioned, it's about referring customers to the experts in that field. Collaboration with the relevant agencies is important too. It would be unfair to expect WPD to take on that responsibility entirely. You need to experts to give that sound advice.'*
- An environmental representative stated *'working in partnership with other organisations is always good.'*
- A voluntary organisation representative argued *'a lot of these topics fall in with each other, I am supportive of being invited from the outset and being involved with the hotspots and telling people they can get help as well as identifying who needs the help.'*
- A law firm representative considered that *'a one off payment is not going to be an answer; the problem could still be there afterwards even after a grant payment.'*
- An energy/utility representative agreed *'it's not solution focused at all, you are throwing money at the problem without an outcome.'*
- An energy/utility representative felt that *'a hardship fund is hard to police, how you know how the money is being used?'*
- An environmental representative warned that *'there's a huge amount of bureaucracy and cost involved in this process.'*
- An environmental representative pointed out that *'if the money is available for something like that it should be put into the referral scheme and finding the people, using an existing measure rather than inventing a new scheme. The resources and expertise would be better spent finding and using current facilities.'*
- A housing/development representative stated that *'if they did an investigation on where the areas with issues were, they could investigate appropriately and do what's suitable. If they don't know where the areas are and you ask for and make an application scheme in that zone, they might just say there's no capacity.'*
- A business customer/representative explained that *'identifying how the network can adapt, but also improving how data is sourced and updated can help. You need to know where the needs are so you can respond more accurately.'*
- A law firm representative stressed that *'the data is crucial and feeds into the other areas, and it really connects with the vulnerability aspect and deals with specific people in crisis.'*

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*

- A regulator/government representative stated *'market of energy suppliers trying to provide the insulation is saturated. Also, the Welsh Government is encouraging regeneration through fuel efficiency under demand side.'*
- A business representative said that *'strengthening partnership under fuel poverty referral schemes is vital. Customer resilience on the annual communications is a good method of communicating.'*
- A law firm representative stated *'more efficiently delivered service should assist with fuel poverty in addition.'*
- A regulator/government representative said that *'it's difficult to identify such areas even with Government sized data sets.'*
- A regulator/government representative stated *'there different demographic patterns in areas.'*
- A regulator/government representative said that *'many suppliers don't utilise their full capacity to provide the hardship funds.'*

Table 5:

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

Table 5



- A business customer/representative made the point that *'fuel poverty can be tackled through investigating the feasibility of network solutions. Reducing vulnerable customer and improving resilience is a key party of WPDs role.'*
- An environmental representative felt that *'sustainability and affordability provisions are the most important thing. Drip feeding money does not get to the route of the affordability problem. Improving the data is crucial to affordability because you can't do good planning without the data.'*
- A local authority officer argued that *'identifying fuel poverty hot spots is important to addressing the issues. I'd suggest practical support for the vulnerable, particularly targeting GP surgeries.'*
- Speaking on affordability an energy/utility representative stated *'I'm a big fan of using big data (to improve affordability) and the infrastructure is there to be improved. I think that investigating the feasibility of new solutions is important.'*
- A customer representative commented on affordability saying *'improving the data should help. Also, establish an 'affordable warmth' not-for-profit, would get the greatest coverage of the vulnerable.'*
- Speaking on vulnerability, a developer/connections representative argued that *'there has to be a better answer to just increasing capacity consistently by looking at network solution. Identifying vulnerable customers is important. If there are third party agencies that really know the people's issues, they are a good way of addressing fuel poverty.'*

- An energy/utility representative pointed out that *'identifying fuel poverty hotspots is important, as we will be able to support WPD find solutions.'*
- An energy/utility representative made the point that *'network solutions can address affordability, government policy, keeping the lights on, which is the highest priority. To achieve the network solutions you need to find the hotspot and to do that you need the right data.'*

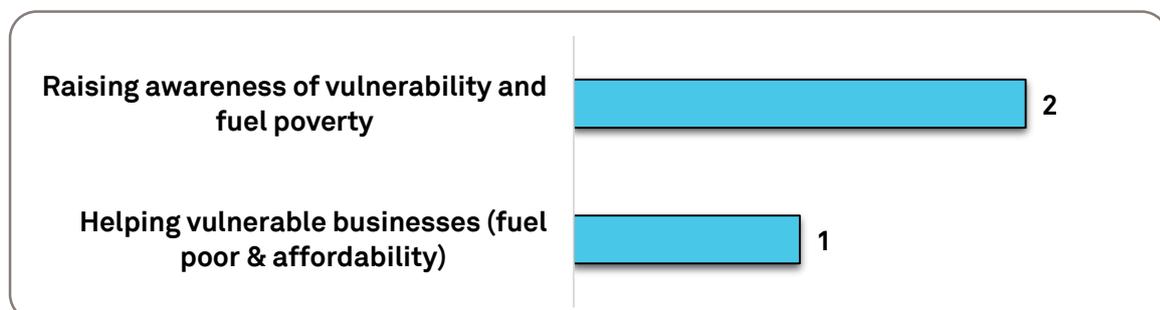
### 6.7 Are there any other points you would like to make

Table 1:

- A local authority officer stated *'you've got your hotspots, it'd take care a lot of issues. You've got businesses in hot spot areas, you can get people out of fuel poverty.'*
- A local authority officer felt that *'a lot of the fuel poverty areas will be in urban areas as well. If you're helping in businesses then you're helping the areas.'*
- A business customer/representative said *'I reckon they're more in rural areas, rather than urban.'*
- A housing/development representative commented *'that's because they can't pay for gas but solid fuels.'*
- A business customer/representative commented that *'not everyone is connected, some of the people in my association have a generator and it costs them a fortune.'*
- A regulator/government representative added that s(he) *'thinks better coordination with suppliers is very important, again.'*

### 6.8 Stakeholder suggested activities

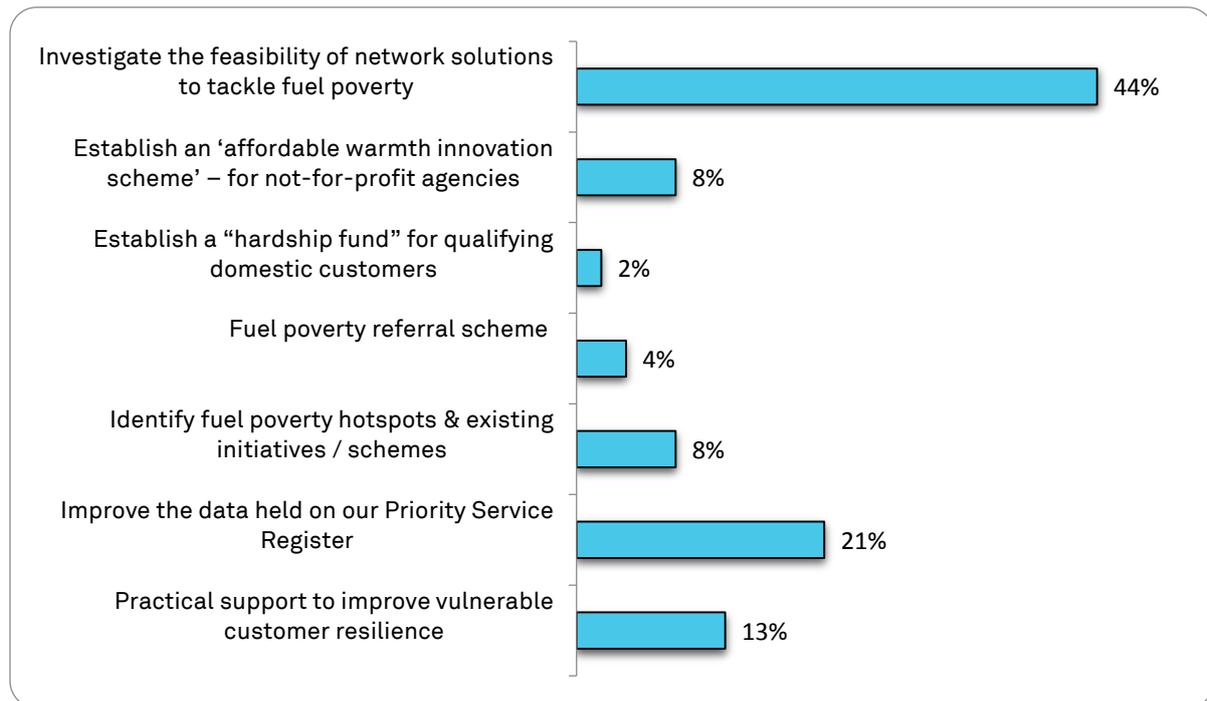
During the workshop, stakeholders suggested additional activities for [affordability and vulnerability](#) beyond those that WPD had already identified. The graph below presents a summary of those additional activities along with the number of votes they received across all of the workshop tables.



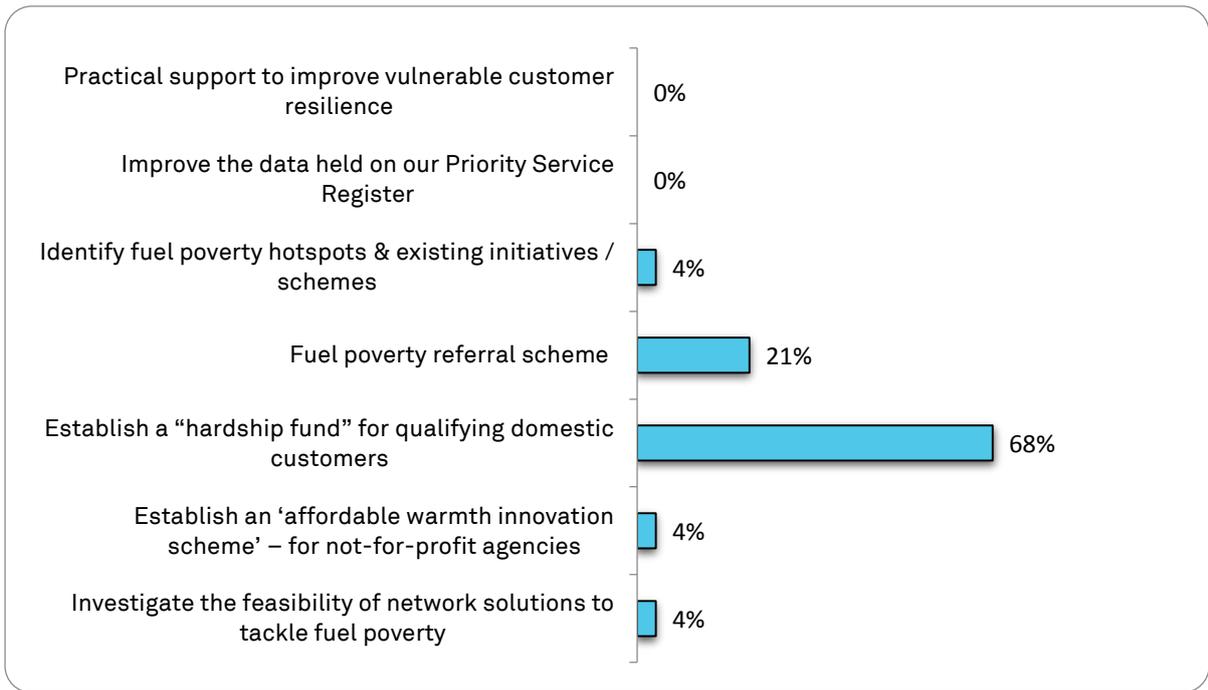
## 6.9 Individual voting results

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

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



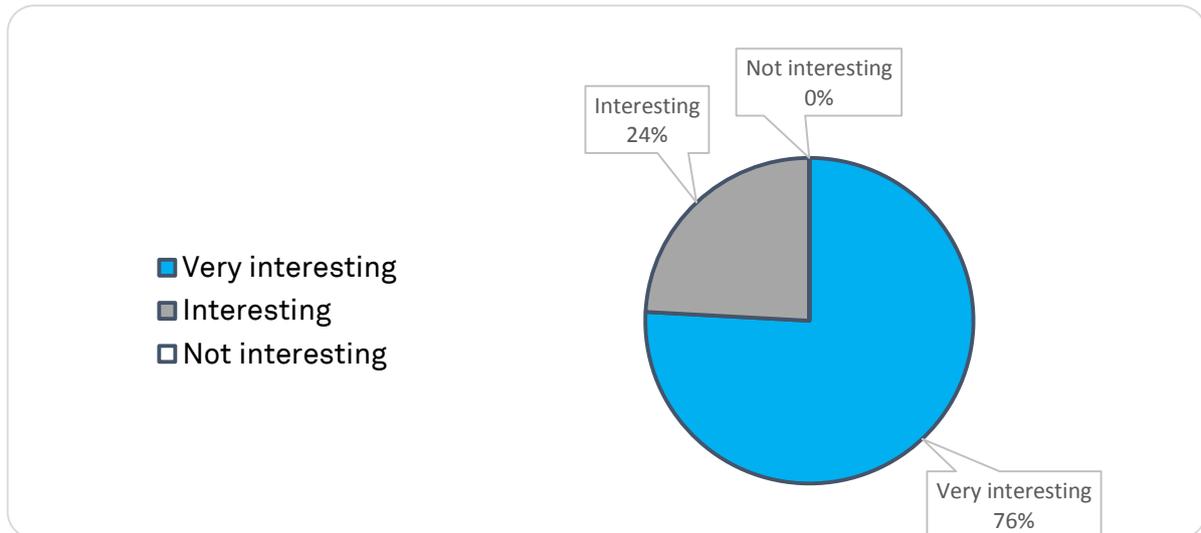
**Q2. Of the actions identified which is your lowest priority?**



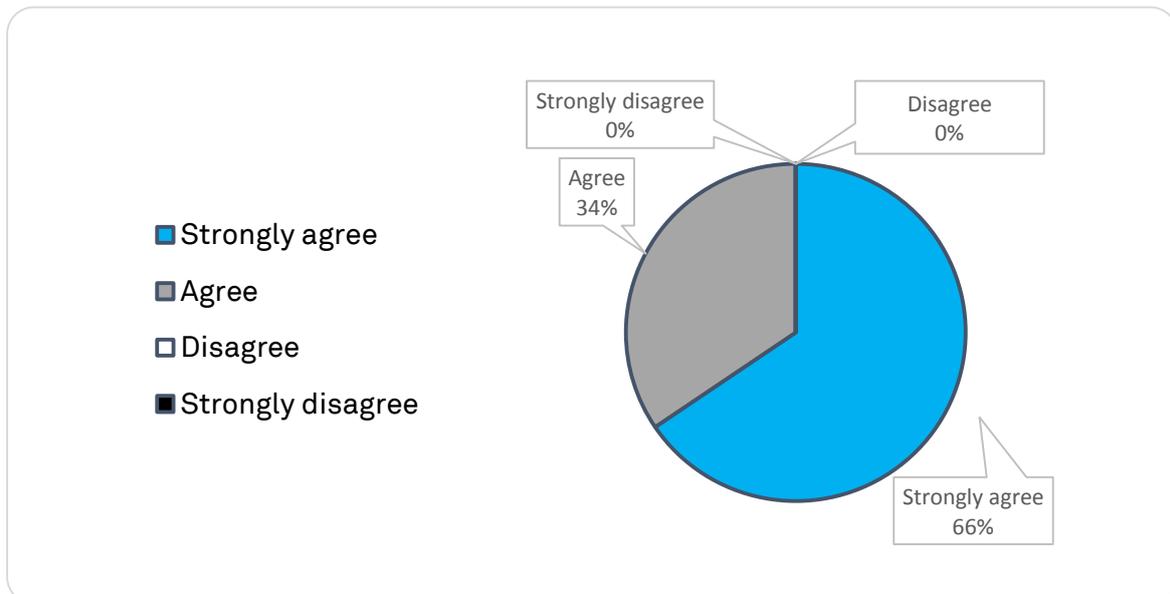
## 7. Written feedback

Of the 36 attendees who attended the workshop, 29 completed and returned feedback forms on the day's event. Stakeholders were asked a set of seven questions. The responses can be found below:

### Q1. Overall, how did you find the workshop?

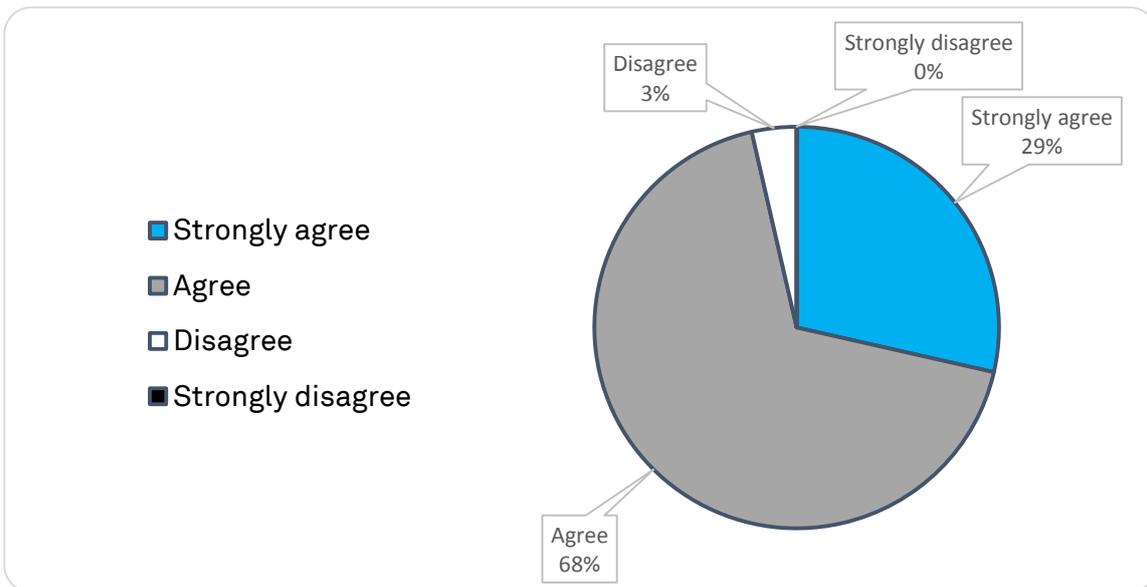


### Q2. Did you feel that you had the opportunity to make your points and ask questions?



Stakeholder comments on this question included *'good mix of participants, good discussions, and good facilitation'*, *'good debate alongside each topic'* and *'well led/facilitated discussion.'*

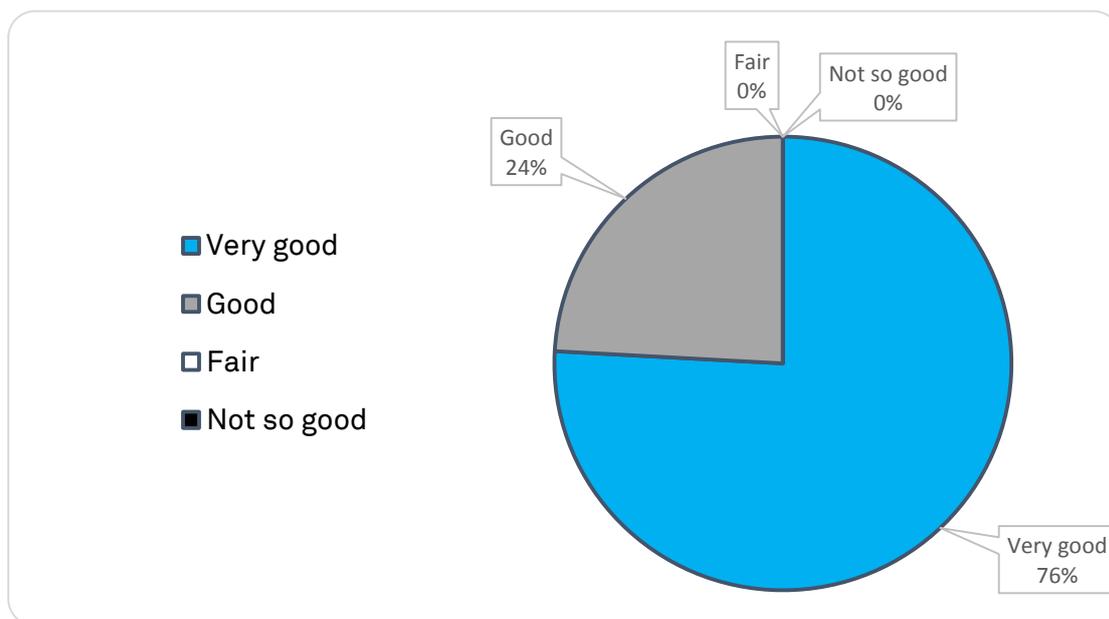
**Q3. Did we cover the right topics for you on the day?**



Stakeholder comments on this question included *'bit more on environmental/landscape topics'*, *'wanted more focus on network solutions'*, *'difficult in some cases to cover the range of interest of different groups'* and *'I was aware of the topics – possibly not by top priorities but well covered.'*

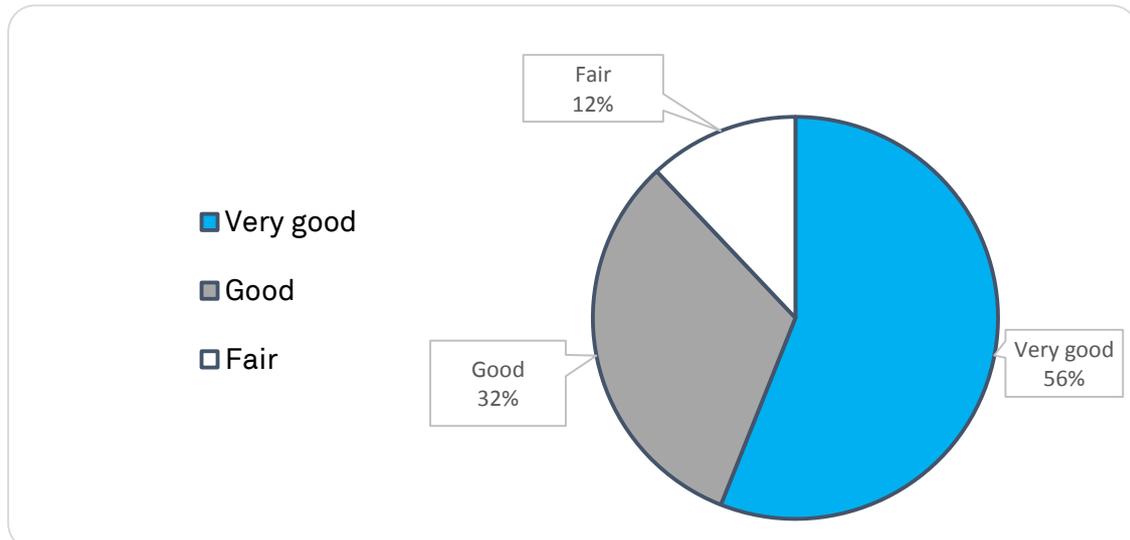
One stakeholder ticked both "agree" and "disagree", this was left out of the above chart for simplicity sake.

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



Stakeholder comments on this question included *'excellent structure across a variety of formats'* and *'very good'*.

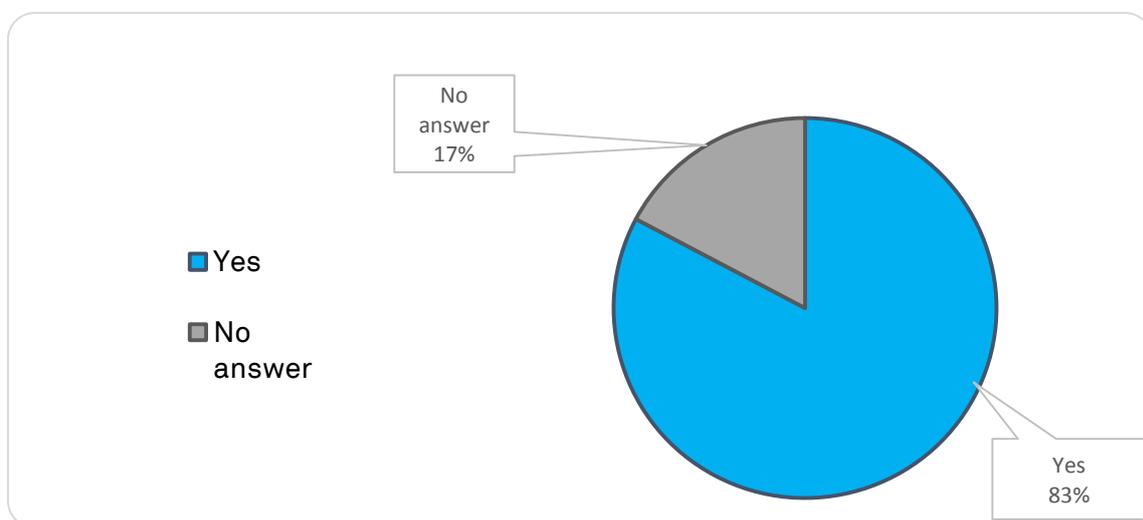
**Q5. What did you think of the venue?**



Stakeholder comments on this question included *'great, good parking and facilities.'*

However, one stakeholder commented *'room was too cold'* and *'could have better public transport links.'*

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



**Q7. Do you have any other comments?**

Stakeholder's additional comments included *'very well organised, useful day. Well facilitated'*, *'professional event'*, and *'maybe slightly more technical in the future!'*

## 8. Surgeries on specific topics

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

### 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' discussions included:

- Confirmation that the undergrounding is, indirectly customer-funded, although the cost isn't necessarily linked to distance covered (for instance, using transformers hugely inflates the cost).
- Confirmation that there is a 'clawback' mechanism if projects, such as the 55km of undergrounding, are not achieved.
- Undergrounding is not always necessarily the only, or best, solution from a visual amenity perspective.
- WPD should develop case studies of their own low carbon transition, for example the replacing of standard lighting with LEDs in a lot of WPD offices.
- The section of the report on network losses should be no longer than a page of text and explanatory table. If people want to look into it further, they should be referred to the stand alone document.
- The report should not be too long, WPD should be wary of weighing it down with too much stodge.
  - A good option would be a one-page summary with an appendix.

The final sustainability report will be available upon publication.

### 8.2 Network Losses Strategy

Stakeholders did not sign-up for this surgery session in Newport so the surgery was closed down.

### 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:

- There was a general consensus amongst stakeholders that WPD's social obligations programme was positive and that they were focusing on the right areas.
- One stakeholder asked '*what are the agreements with the Red Cross?*'
- There was a discussion around the role of first responders in local communities and the use of emergency planning packs.
- One stakeholder asked how WPD resource the 'Power Up' initiative and how they source appropriate partners.
- Stakeholders agreed that it is important to have better information to be able to tackle vulnerability and fuel poverty.
- One stakeholder asked whether WPD's support of 'warm zones' was financial?
- One stakeholder asked why 'Act on Energy' were not part of the Affordable Warmth Scheme. S/he was positive about the initiative and continued that s/he wanted to understand how this initiative can evolve and grow from this central point.

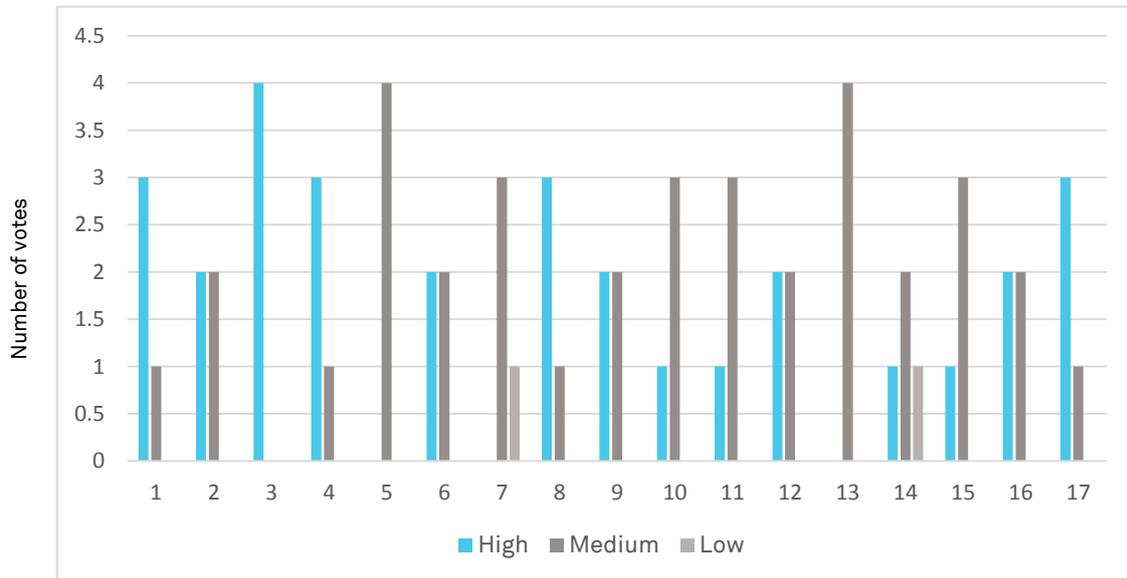
Stakeholders were then provided with a table of objectives and asked for their individual views on what to prioritise and what approach they should take moving forward. The objectives were numbered as below and the results are shown in the following graphs:

Objectives:

1. Work with expert partners to improve understanding of the needs of vulnerable customers.
2. Train staff to recognise the signs of vulnerability.
3. Proactively contact vulnerable customers at least once every two years to check the details on the Priority Services Register.
4. Improve the quality of Priority Services Register data by working with other agencies and sharing information.
5. Coordinate meetings with suppliers to agree criteria for vulnerability.
6. Raise awareness of the Priority Services Register.
7. Make 10,000 crisis packs available.
8. Contact all medically dependent customers every three hours during power cuts.

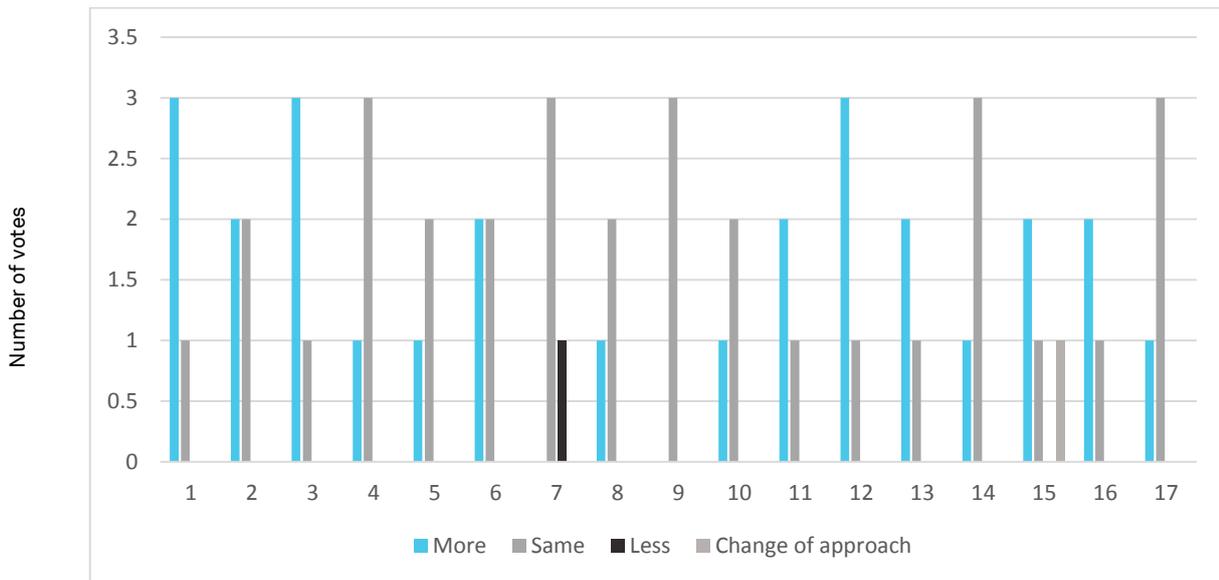
9. Continue to provide practical support via the Royal Voluntary Service and British Red Cross.
10. Seek feedback from vulnerable customers to improve service.
11. Develop mechanisms for sharing information with local resilience forums.
12. Build a database of regional agencies we can refer customers to for assistance.
13. Work with partners to develop links to/from WPD's website.
14. Develop joined information, awareness campaigns and coordinate assistance with partners.
15. Engage Parish Councils to assist with their Emergency Resilience planning.
16. Provide bespoke training to frontline staff.
17. Use data analysis to help identify localities with high concentration of vulnerable households.

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



- The objective that was voted the highest priority was ‘proactively contact vulnerable customers at least once every two years to check the details on the Priority Services Register’.
- The two objectives that were voted the lowest priorities were ‘make 10,000 crisis packs available’ and ‘develop joint information, awareness campaigns and co-ordinate assistance with partners’.

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



- A number of objectives were voted those that stakeholders wanted to see more of in future. They included ‘work with expert partners to improve understanding of the needs of vulnerable customers’, ‘proactively contact vulnerable customers at least once every two years to check the details on the Priority Services Register’ and ‘build a database of regional agencies we can refer customers to for assistance’.
- The only objective that any stakeholders wanted to see less of in future was ‘make 10,000 crisis packs available’.
- One stakeholder wanted to see a change of approach towards ‘engage Parish Councils to assist with their Emergency Resilience planning’ and commented ‘carehomes often have vulnerabilities’.

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 work plan. The work streams are as follows:

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

During the discussion, stakeholder comments and questions included:

- One stakeholder asked whether budget estimates are available through online systems too.
- Another stakeholder asked how transparent the online process would be.

- One stakeholder commented that if GIS data could be kept up to date they would find that very helpful.
- One stakeholder asked how to access the DG capacity map.
- One stakeholder commented that they often see there is plenty of capacity, but then they apply and there is very little left. They asked whether constraint maps include all contracted capacity.
- Another stakeholder commented that it would be very useful to know where offers lapse, or when capacity becomes available.
- A stakeholder said that it would be good to know who the right initial contact to call for each region would be, rather than having to call a central number.
- A developer commented that it would be good to be able to get flexible offers because developers are often quite flexible and would be able to tailor their request to what is available e.g. 10% less and it would cost 90% less.
- One stakeholder asked whether WPD has a template for letters of authenticity.
- One stakeholder asked whether WPD was looking at ways to increase demand e.g. community storage / batteries as it seems like a waste of potential.
- There were a number of comments around payments, comparing their experience to SPEN where they had to pay procurement and cost of item upfront when the view was it should be a deposit.
- One stakeholder asked what has changed in the guidance published on acceptance validity.
- Another stakeholder commented that consistency across areas – same type of answer / type of process – was an issue.

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