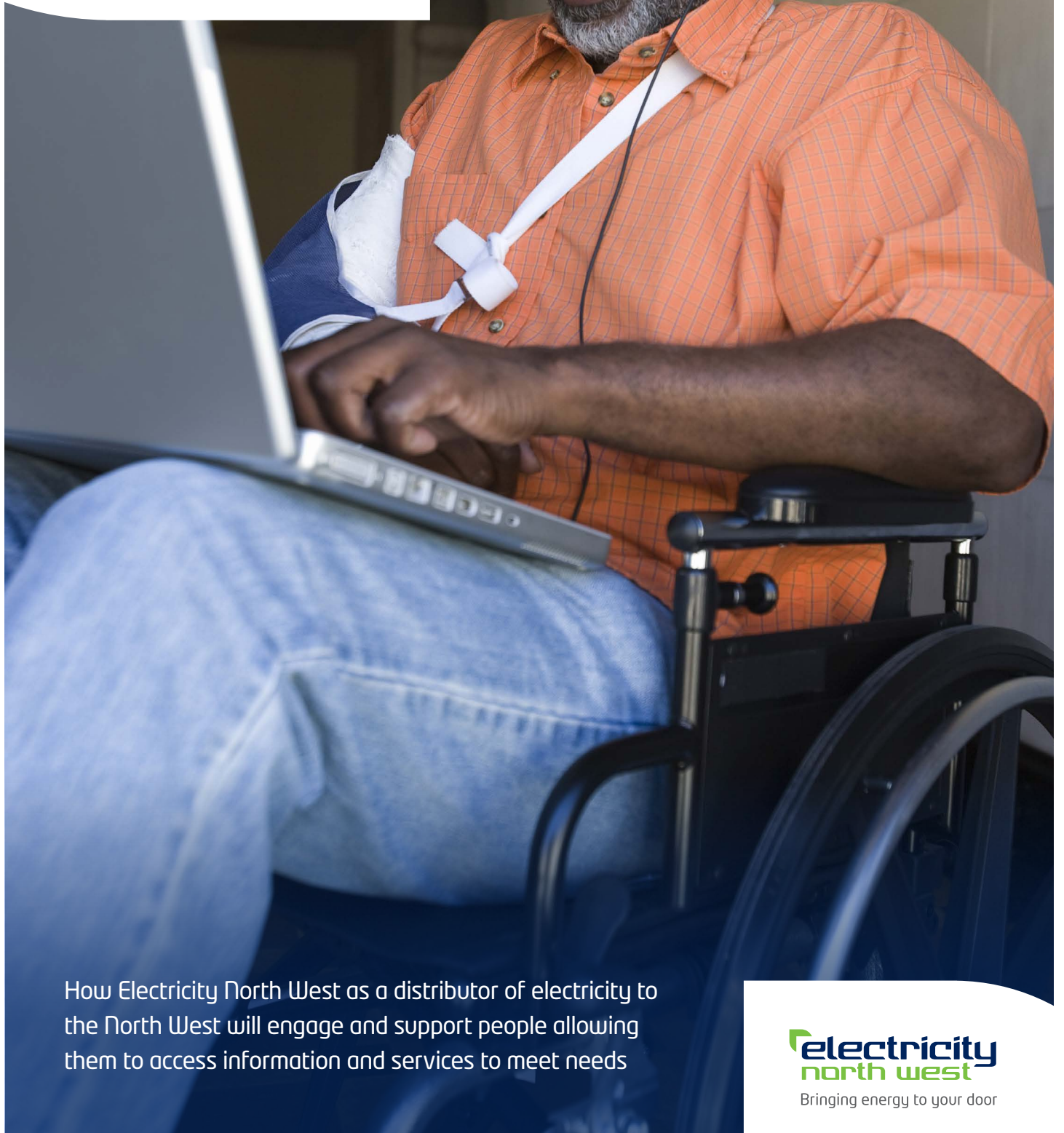


# Annex 8A: Electricity users in vulnerable circumstances

December 2021

**Annex 8A:**  
**detailed electricity  
users in vulnerable  
situations initiatives  
mapped to Ofgem  
principles**



How Electricity North West as a distributor of electricity to the North West will engage and support people allowing them to access information and services to meet needs

| Ofgem Principles   | Ofgem Principles Expectations   | Current ENWL Performance   | ED2 Minimum Target will include all activities from current performance  | ED2 Stretch Target  | ED1 Cost p.a | Proposed ED2 Cost p.a |
|--|---|--|--|---|--------------|-----------------------|
| <p><b>Effectively support consumers in vulnerable situations, particularly those most vulnerable to a loss of supply, through a sophisticated approach to the management, promotion and maintenance of a PSR register.</b></p> | Undertake proactive and targeted advertising of the PSR and the services offered to vulnerable consumer groups. By targeted, we mean towards specific areas of highest need or where data analysis suggests there are gaps in PSR reach.  | 52% of potential 1.1 million registered  | 60% registered   | 80% registered  | £1,854,000   | £4,918,000            |
|  | Have an effective data and information strategy in place specific to meeting the needs of vulnerable consumers. This should include effective PSR database maintenance with customer data checks at least every 24 months. Data analysis should be used to inform the development and delivery of service offerings. DNOs should also align the approach to data sharing with suppliers and other utilities to get customers onto the PSR to the requirements of Data Best Practice.  | High vulnerabilities every year everyone else once every 3 years. Utilities together forum Gas, Water and DNO to Utilise data & offerings  | Contact everyone every 2 years. Utilities together forum Gas, Water and DNO to Utilise data & offerings  | High vulnerabilities every year everyone else once every 2 years. Utilities together forum Gas, Water and DNO to Utilise data & offerings |              |                       |
|  |   | 495,000 direct ENW contacts with PSR registered 16% of customers update their details  | 600,000 direct ENW contacts with PSR registered customers 30% update or positive confirmations   | 700,000 direct ENW contacts with PSR registered customers 40% and over updates or positive confirmations                                  |              |                       |
|  |   | Current data shares with suppliers and Gas and Water   | Introduce a streamlined portal for all partners and utilities to provide updated details date stamped to co-ordinate contacts to customer                        | Utilities together hold joint community and areas events for promotion of PSR and data updates  |              |                       |
|  | Provide information for PSR customers in formats suited to a range of additional communication needs. For accessibility services, companies should meet a minimum standard of Accessibility AA. Translation services should be available for at least the top 10 Languages in a DNO area.   | Accessibility AA, Recite me languages for website, Big word to provide all translation services for written or verbal, engineers translation app   | BSI Standard + minimum 100 languages in printed, PDF and any bespoke requests accommodated through Big Word  | Accessibility standard AAA and increased the translation formats available to over 100  |              |                       |
|  | Have dedicated lines, and or prioritisation, available for customers registered on PSR when they need to contact the DNO.   | Prioritisation of all PSR registered customers through the single telephone number and 105. First call answer success rate 76%. 8 dedicated welfare experts to support individual needs  | Increase first call answer rate to over 86%. Ensure all contact centre agents are trained to the level of welfare expert,  | Increase first time call answer rate to over 95%  |              |                       |
|  | Deliver a wide range of support during, or in relation to, a supply interruption that reflects different customer needs and is, at a minimum, in line with existing provision. There should be a clear link between the information held about PSR customers and how this is used to target, or prioritise, support. We consider a wide range of support could include, but is not limited to, crisis packs, hot meals and drinks, mobile generation, alternative accommodation or on-site welfare units. We would expect there to be multi-channel information provision during supply interruptions. Companies can deliver this support directly or through/in conjunction with partner agencies. | All services currently available as per the Ofgem statement, multi channel support including social media, telephone, text, face to face and website. Working with Local resilience forums and partners to support dependant on need | Utilise more local amenities to provide community venues for welfare, data led strategy or partnership recruitment based on customer needs as continual learning | Dedicated resource supporting on site for interruptions and appointments as designed on need and impact                                   |              |                       |
|  |   | Customer satisfaction with the support received 90% during a power cut   | Customer satisfaction 91% for the benefits of being on the register with or without a power cut  | Customer satisfaction over 93% for the benefits of being on the register with or without a power cut                                      |              |                       |

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|---|--|---|---|---|--------------|-----------------------|
| <p><b>Understand new forms of vulnerability, by identifying blockers to participating in a smart flexible energy system</b></p> | Have an extensive network of partnerships with a range of organisation types, including from beyond the energy sector.   | 100 members of the Partnership network, including but not limited to those who provide support to specific needs of the PSR, locations with low PSR registrations find community and local partners and those who support other areas of need such as poverty. These can be local authorities, charities, Utilities and other service providers | 20% increase to the partnership membership, work closer with suppliers  | 40% increase to the partnership membership  | £568,000     | £2,505,000            |
|   | Make effective use of referral channels and signposting support to customers. This will primarily be done through customer service teams, but we expect DNOs to seek opportunities to maximise consumer touchpoints.   | 54,520 accessed the referral networks   | 75,000 accessing referral networks  | 95,000 accessing referral networks  |              |                       |
|   | Be involved in two-way flow partnerships supporting vulnerable customers, in line with the companies understanding of social issues in their region. This should include the network company having direct involvement in the end to end process of delivering support, providing expertise and co-creating schemes. Where appropriate, we would expect to see example schemes where the DNO is taking a leading role. | Best practice working across the partnership, DNO and Utility network. Research with One Manchester on community engagement   | Implementing developments from industry and sector trials to create new minimum requirements. With outcomes to increase % uptake of referrals to all available service through the partnerships | Fund learning of new ways to remove barriers and address new vulnerabilities i.e. issuing funding mechanisms that look to how we engage with the future generations of electricity users and how current customers can participate in the energy transition |              |                       |
|   | Have a clear process for identifying which partnerships are likely to be most effective at delivering benefits through co-operative working. This should be clearly linked to the priority areas of focus of the strategy, addressing fuel poverty and supporting those at risk of being left by the energy system transition.   | Partnership across the region - 4000 fuel poor customer per annum access support - £1 million direct benefit to customer, 10,000 made aware of support  | 25,000 fuel poor customers per annum access support, £7 million customer direct benefit. 25,000 per annum aware of support  | 30,000 fuel poor customers per annum access support, £10.5 million customer direct benefit. 30,000 per annum additional aware of support  |              |                       |
|   |  | SROI currently provides £89 benefit minimum across the partnership network  | Increase the average benefit to £125  | Increase the average benefit to £175  |              |                       |

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|---|--|--|--|--|--------------|-----------------------|
| <b>Maximise opportunities to identify, and deliver support to, consumers in vulnerable situations through smart use of data</b> | Utilise social indicator or vulnerability mapping to inform their service development and partnership strategy. This approach may form part of the PSR management, but the identification of vulnerability should not be limited to PSR registrations. | Shared data registering with energy suppliers, water and gas industry within the North West and current partnerships. Social data mapping includes 28 data sources externally and ENWL PSR volumes and is shared with Trusted Partners | Increasing the volume of data sets year on year to enrich the social data mapping with new available data and incorporate from the advisory panel and partners recommendations of data to highlight vulnerabilities  | Single UK social data mapping across the industry – Open Data. Proactively understand how other organisations use our data | £50k         | £200,000              |
|   | Maintain a good understanding of the social issues associated with the scope of the DNOs role, the prevalence of these within their consumer base and how they are evolving  |  | Create community led information that represents the needs and demographics of the population available through open source. Layer the data with ENWL performance data including but not limited to , fault occurrences, complaints, contacts to ENWL. Creating a single process for the North West to register vulnerabilities for utilities and partnerships - One contact | Driving and implementing a single Priority Services Register across the UK and across utility providers                    |              |                       |

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|--|--|--|--|--|---------------------|--|
| <p><b>Embed the approach to protecting the interests of consumers in vulnerable situations throughout a company's operations to maximise the opportunities to deliver support.</b></p> | <p>Have processes in place for embedding a commitment to protecting the interests of vulnerable customers. This should include a well justified approach to ensuring all staff have received an appropriate form of vulnerability training to maximise the potential from all customer touchpoints. Companies should make use of external advice and support to set strategic direction, such as a vulnerability advisory or research panel. DNOs should appoint a vulnerability champion at senior management or board level.</p> | <p>All colleagues who work in customers premises or provide telephony support are trained in the services and recognising vulnerability. All colleague training commitment to Mental wellbeing every 12 months</p>                           | <p>100% of colleagues trained through a tiered level approach of education and awareness aligned to their roles and responsibilities to recognise and reduce vulnerabilities. 100% of colleagues trained with all new and emerging mental wellbeing linking the impacts of changing circumstances i.e. power failures</p>  | <p>Include the training of awareness of the energy impacts through 100% of our trusted partners to maximise reach with every touch point. Sharing the training and engagement with our network of partners for best practice and developing integration of the effects of their vulnerability being compounded with Mental Wellbeing</p> | <p>£50,000 p.a.</p> | <p>£525,000 per annum<br/>£375,000 training costs and £150,000 for customer groups</p> |
|  |  | <p>Board Champion for Vulnerability Appointed, Customer Director responsible for vulnerability strategy and Mental health leadership within the organisation, a Customer vulnerability advisory panel in place with an independent chair</p> | <p>New customer engaged panels to shape the future of services and support from ENWL. New Customer Inclusion Manager and data strategy team</p>  | <p>Create specific segmented feedback groups to learn from and continually improve</p>   |                     |  |
|  | <p>Seek opportunities to protect vulnerable customers throughout their capabilities.</p>   | <p>Smart Street Delivered to 64,000 homes. Worst served customer programme and protecting vulnerable sites such as hospitals</p>   | <p>Smart Street Deliver to 250,000 homes</p> <p>Introduce an employee app to register new PSR customers and support offered, reviewing the data to increase interactions and learn where issues are arising. Reduce the impact or likelihood of a loss of supply for over 17,000 customers with known high vulnerabilities. (for more detail see business plan section 5.2.1.5).</p> |  |                     | <p>£18m</p>  |



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