

SSEN Distribution

# CONSUMER VULNERABILITY STRATEGY

October 2024



**Scottish & Southern**  
Electricity Networks



**Electricity Distribution Network Operators are a key part of the energy landscape across the country and have an important role to play in ensuring customers and businesses have access to a safe and resilient supply of power. We take that role seriously, especially for those in our license area who are living in vulnerable situations.**

I'm very proud to lead the team responsible for delivering our consumer vulnerability strategy during RIIO-ED2, a strategy built on the strong foundations of RIIO-ED1 and the successes of the first year of RIIO-ED2.

In writing our plan for RIIO-ED2, we engaged more widely and more deeply than ever before, which enabled us to co-create a plan that has our customers and communities at its very heart. Through that process of working closely with our customers, stakeholders and industry experts, we developed a strategy that ensures the service we provide recognises and supports the individual needs of our customers, offering tailored solutions when needed, whilst also delivering value, convenience and inclusivity for the diverse communities we serve.

Now in our second year of RIIO-ED2 we've undertaken a further refresh of our strategy, to refine our scope of focus, share our developments, understand any changes and emerging issues that we need to consider, and really zone in on those areas where our actions can have the most impact.

Our three strategic focuses of poverty support, supporting the Low Carbon Transition (LCT) and providing and promoting the Priority Services Register remain.

We are delighted to have issued our first batch of Personal Resilience Plans to customers using home dialysis machines. We're now working with partners to ensure we have the right support in place, for those who can benefit most from this.

We started this new price control period with a firm ambition to build on our strong foundations, continue to deepen our engagement activity and utilise innovation and our partnerships to ensure that our activities are smart and impactful, and we will continue to do this year on year.

Our commitment to protect and support our customers and communities remains steadfast, and I look forward to driving forward our strategy and furthering our collaborative work to ensure we continue to deliver the best we can, for those that need us most.



**Andrew Scott**  
Director of Customer Service SSEN Distribution

## WHO WE ARE

We keep the lights on and deliver electricity to over 3.9 million homes and businesses across central southern England and the north of Scotland including remote island communities, whilst playing a pivotal role in the transition to a lower-carbon economy.

We are doing this by providing the critical national infrastructure which will enable the ongoing shift to a decarbonised energy system and electrification of transport.

We own and operate two electricity distribution businesses: Scottish Hydro Electric Power Distribution (SHEPD) in Scotland and Southern Electric Power Distribution (SEPD) in England.

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# OUR FOCUS ON CONSUMER VULNERABILITY

We understand the crucial role we play in providing power to homes, businesses, and local communities. It is a role we take very seriously as we understand that our actions have a direct impact on the lives of those who live in the communities we serve, and in particular protecting those who are in vulnerable situations.

We have adapted and evolved as consumer vulnerability has changed and become more of a focus, not just for Distribution Network Operators (DNO), but across society.

You are placing your trust in us to deliver a strategy that not only responds to your needs and expectations now, but also considers what the world will look like in four years' time.

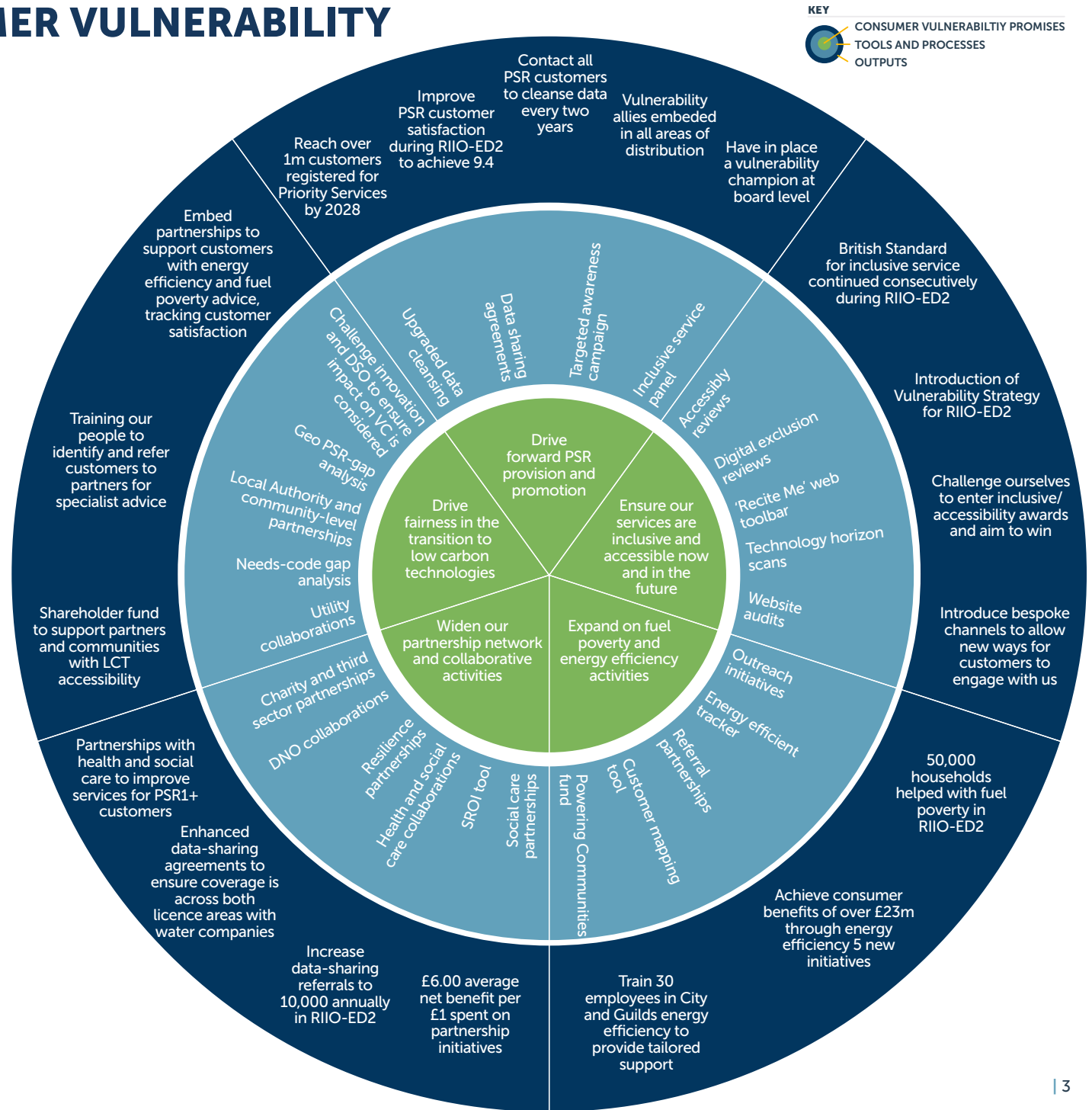
We have worked with customers and stakeholders to update our vulnerability strategy goals and to better understand what the transition to low-carbon technologies means for those in more vulnerable situations. As such we have introduced a fifth promise to ensure that we "drive fairness in the transition to low carbon technologies so that we can concentrate on doing everything possible, to ensure that no customers are left behind".

There are five consumer vulnerability promises at the heart of our consumer vulnerability strategy and these are demonstrated in our strategy wheel.

## CONSUMER VULNERABILITY WHEEL

The wheel provides a clear view of the outputs we want to achieve to meet Ofgem's Principles/baseline standards and the extra work we will be doing to meet our own consumer vulnerability promises and go further in safeguarding our customers.

We are committed to engaging with customers in vulnerable situations, and the trusted organisations who represent them, to deepen our understanding of complex vulnerability including those who become temporarily vulnerable. We will work in partnerships to deliver a wide range of services that targets support where it is needed most in the communities we proudly serve.





# OUR VULNERABILITY ACTIVITIES SO FAR



We continue to grow our Priority Service Register (PSR) - we have over 900K eligible households on our PSR which equates to 58.1% of eligible customers reached.



We have data-sharing agreements with water companies so customers can benefit from only registering once but being added to both PSRs.



24-hour helpline with experts on hand to support every day and in an emergency. The team ensures that our PSR customers are prepared ahead of a weather event, keep them updated and support with any escalations and welfare to keep them safe.



Partnership engagements have led to 6,960 customers supported giving a value of £1.4m of benefits.



British Standards Inclusive Service Kitemark (ISO 22458) for Consumer Vulnerability retained for second year running.



Our website is built to meet industry accessibility standards (WCAG AA) with enhanced accessibility tools (Recite me) to further support customers. To ensure we always meet 100% accessibility, our website is scanned weekly (SiteMorse), and any issues raised are fixed. This year saw our highest score ever of 9 out of 10, which ranks us first for digital accessibility.



Better Words are proudly used to ensure that all our communications are reviewed so they are clear and concise.



Our Power Track app complies with our accessibility standards and has a colour blind overlay added and now prompts customers to consider signing up to the PSR.



Research from Create Clarity to redefine how we communicate the PSR to our customers which has improved our marketing material and campaigns to drive better results.



Invested in digital marketing campaign concentrating in 3 geographical areas and 2 target groups, refining the content in real time to improve outcomes and used social media influencers Jess and Norma to help generate positive engagement and coverage. All leading to 1.7m page impressions and record month of PSR registrations.



Worked with Centre for Sustainable Energy to deepen our understanding of our regional impact across key needs codes and now have a powerful data set. This is helping us better understand our PSR gaps and target our community work.



Recruited a new Inclusive Service Panel (ISP) chair Carolyn Delehanty to steer us through RIIO-ED2 and into the next price control – ensuring we are relevant and connected with our customers in vulnerable situations.



Our community toolkit was launched in year one of RIIO-ED2 and in October we released phase two after taking on board Create Clarity research and feedback from users in the first phase. The new release has more tools to help organisations and charities to promote the PSR in their own channels independently of us. Helping extend their duty of care in their communities and help us reach those customers we would otherwise not hear from.



Customer mapping tool updated with the latest census information giving us clear insight into the geography of our regions across multiple indices many of which support us finding pockets of vulnerability.



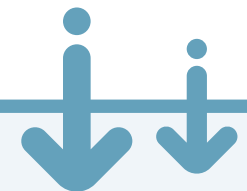
Needs specific training for our colleagues has meant Dementia and Autism experience and workshops reached 91 targeted colleagues to create a better understanding of the lived experience of customers and their carers.



Developed vulnerability personas to support all decision makers across the business, ensuring vulnerable customer profiles are considered when designing, changing or updating new customer facing products and services.



Developed key partnerships to further our understanding and reach – here are just some of them;



## Some of our partners



Proudly supporting

MAGGIE'S



# OUR ANNUAL VULNERABILITY REPORT

Our Annual Vulnerability Report (AVR) has been published and provides our customers, partners, stakeholders and Ofgem with an update on our performance and progress against our vulnerability commitments detailed in this strategy.

Our strategy covers our five-year price control running from April 2023 through to March 2028. A lot can change in five years, especially when it comes to challenges which impact our customers and communities.

Our approach to consumer vulnerability is based on the following principles:

1. Understanding the needs of our customers
2. Using data to deliver tailored support
3. Partnership and collaborative working to help deliver services
4. Embedding knowledge and learnings and sharing best practice
5. Tracking performance against Key Performance Indicators (KPIs) to ensure our efforts remain effective

Each year our consumer vulnerability strategy is reviewed by us and our strategic panels to ensure it continues to meet the developing needs of our customers.



Consumer Vulnerability Strategy published 2023



July 2024

2023/24 AVR published



October 2024

Engagement on consumer vulnerability strategy



October 2024

Refreshed strategy published



July 2025

2024/25 AVR published and two-year performance review



October 2025

Engagement on consumer vulnerability strategy



October 2025

Refreshed strategy published



July 2026

2025/26 AVR published



October 2026

Engagement on consumer vulnerability strategy



October 2026

Refreshed strategy published



July 2027

2026/27 AVR published



October 2027

Engagement on consumer vulnerability strategy



October 2027

Refreshed strategy published



July 2028

2027/28 AVR published

The above timeline does not include future engagement activities on the next price control we expect to start in 2025.



# ENGAGING OUR CUSTOMERS, PARTNERS AND STAKEHOLDERS

## Our engagement plan

Engaging with our customers, partners and stakeholders is fundamental to delivering our consumer vulnerability commitments. We have identified key stakeholder feedback sources:

- Inclusive Service Panel (our panel of industry experts)
- Stakeholder events
- Powering Communities to Net Zero Group
- Broad Measure of Customer Satisfaction surveys
- Online (i.e. surveys on social media and correspondence prompted via our website)
- Local grassroots engagement
- DSO Advisory Board

We will continue to engage using the above methods as well as seeking out new sources to challenge and/or shape our service offering.

We will engage with stakeholders on our strategy once a year to ensure we are delivering for those customers and communities who require additional support. As our stakeholders can often have multiple demands on their time, we will collaborate across our internal teams, with other DNOs and with our partners to carry out joint engagement activities where possible to reduce stakeholder fatigue and increase collaboration opportunities.

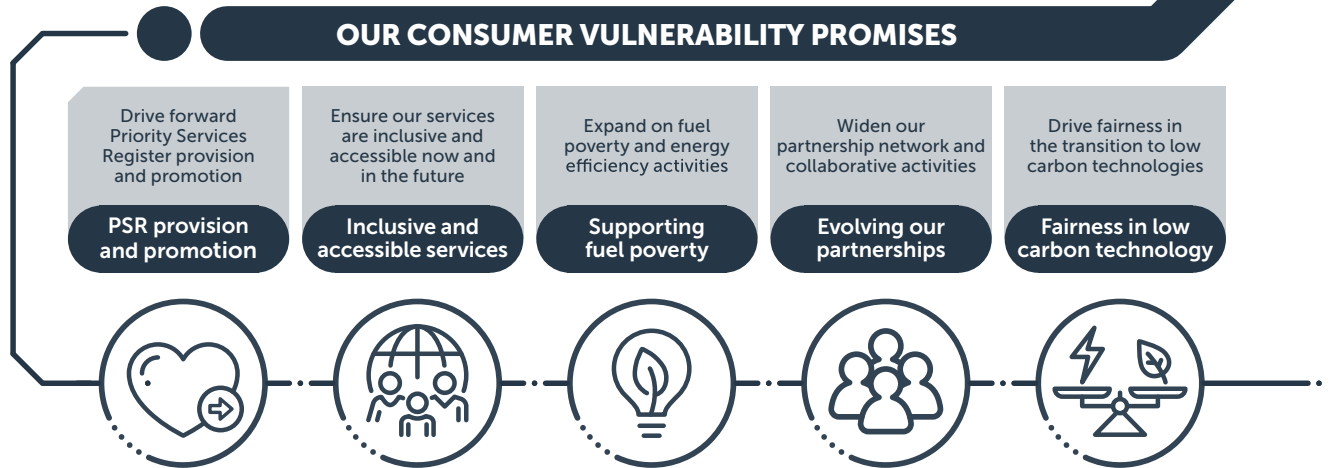
## Our approach to partnerships

Partnerships are key to the successful delivery of our vulnerability strategy and ensuring we are providing support to those customers who need it most. Our embedded approach to consumer vulnerability is underpinned by our stakeholder-led consumer vulnerability promises.

Our partnership framework builds on our consumer vulnerability promises and is based on the belief that partnerships can deliver better outcomes than if we acted alone, and is underpinned by the following four principles to the right.

We will continue to strengthen and enhance our existing partnerships whilst striving to forge new ones, sharing best practice and knowledge, and identifying fresh innovative ways to support those who need it most. In the first year of RIIO-ED2 we changed our approach and extended our partnerships from one year to two years – allowing for better quality outcomes and enabling charities and organisations to invest in their people and training so both them and their service users got the value they needed.

Using data provided by Centre for Sustainable Energy (CSE) along with our own customer information, we will conduct analysis to identify where we need to focus partnership support. Through the use of metrics, such as Social Return on Investment (SROI) and PSR reach, we will work with our existing partners to maximise support and onboard new partnerships to ensure we fund initiatives where they will have the biggest impacts on our customers, in the communities where the need is greatest. Our ambition is to deliver £23m in consumer benefits as a direct result of the targeted investments we will make.



# A CONNECTED VULNERABILITY STRATEGY

Our consumer vulnerability strategy hasn't been written in isolation. We have connected its development across other customer facing strategies to ensure we progress across the whole customer experience, and align our plans so we deliver successful outcomes for our customers.



Our RIIO-ED2 business plan has been agreed with our regulators Ofgem and commits us to deliver our four key goals:



**PROVIDING A VALUED AND TRUSTED SERVICE FOR CUSTOMERS AND COMMUNITIES**



**DELIVERING A SAFE, RESILIENT AND RESPONSIVE NETWORK**



**ACCELERATING PROGRESS TOWARDS A NET ZERO WORLD**



**MAKING A POSITIVE IMPACT ON SOCIETY**



We have explained how we will deliver our strategic objectives in separate strategies, with each providing extra detail and explaining what you can expect:

Customer Experience Strategy

Consumer Vulnerability Strategy

Digital Strategy

Innovation Strategy

Safe and Resilient Strategy

Reliability Strategy

Scottish Islands Strategy

Supply Chain Strategy

DSO Strategy

Connections Strategy

Whole Systems Strategy

Workforce Resilience Strategy



You can track our progress and outputs through our website, social media and through our Annual Vulnerability Report.

1

Our website  
**ssen.co.uk**

2

Our social media accounts can be found under  
**ssencommunity**

3

Annual Vulnerability Report  
**ssen.co.uk/vulnerability-library**





# USING INNOVATION TO DELIVER FOR OUR CUSTOMERS

Consumer vulnerability is a key component of our innovation strategy. Working with our Future Networks team and our stakeholders, we will continue to utilise our innovation funding and expertise to co-create projects which address the following issues:



Achieving a just and fair transition, looking at the potential unfairness that could occur in a low carbon energy system as the UK transitions to net zero. We'll assess the impacts this could have on vulnerable customers and the risk of negative social impacts on the net zero transition. By doing this, we will devise methods to ensure inclusivity so that nobody is left behind.



Improving understanding and developing new services and solutions for customers in vulnerable situations. Understanding what the future landscape could look like and how this will impact our customers, stakeholders and wider society has enabled us to create a plan that can respond flexibly to the changing needs and requirements of our customers now and in the future.



The changing nature of vulnerability as we move to net zero. This means customers become more reliant on electricity for heat and transport, and so a secure supply becomes more important. Similarly, we need to respond to the changing needs of our customers, driven by wider demographic and societal changes, including challenges from an ageing population assess.

## Current consumer vulnerability projects in our innovation portfolio

PROJECT	DESCRIPTION	EXPECTED BENEFITS
<b>Vulnerability Visualisation Tool</b>	There are currently several systems for capturing and measuring vulnerability for a geographical area and these are used by many external stakeholders and partners for decision-making, product creation and resource allocation. Innovation is required to integrate multiple public data sets to create a single point of reference for everyone.	Improved identification of vulnerable customers across geographic boundaries. The use of data and new technology will enable predictions of solutions required to meet vulnerable customer's needs.
<b>HOMEflex (Household and Microbusiness Energy flexibility)</b>	HOMEflex has defined common standards of practice for companies delivering energy flexibility services to domestic and micro-business customers, encouraging good practice and accountability. Delivering a Code of Conduct which is already being used in the Demand Flexibility Service (DFS) from National Grid ESO. The team at SSEN, FlexAssure and the Centre for Sustainable Energy (CSE) are now engaging on a Compliance Scheme that will support the Code of Conduct in delivering clear benefits of regulation in the domestic flexibility industry.	Already the Code of Conduct has helped to improve transparency, inclusivity, and trust for consumers, with over 40% of DFS flexibility providers subscribing to use the code. The compliance scheme is currently in development, and when live, this will allow the electricity industry to procure flexibility in the knowledge that householders and small businesses are being treated fairly for their flex participation.
<b>Vulnerability Identification Via Informative Data (VIVID)</b>	Vulnerability Identification Via Informative Data will develop new techniques to use smart meter and public data sets to identify which consumers would benefit from timely, relevant and free offers of practical and financial support from their local authority, reputable charities and responsible energy companies.	The project successfully delivered Discovery and Alpha Phases of the Strategic Innovation Fund (SIF). Outputs included processes to find households which are eligible for additional help and support, but not yet accessing it. We are taking the outputs from the Alpha phase to inform our Priority Service Register (PSR) promotion activities.
<b>Power To Boiler</b>	Power cuts can be inconvenient, but when it's cold outside and you need heat or hot water, especially for medical reasons and your boiler won't work, it can be even worse. We are working with Cadent, a leading gas distribution network, to develop a safe and dedicated power supply which will keep boilers working during power interruptions.	If successful we expect to be able to supply a safely installed uninterruptable power supply especially for customers who need heat and hot water most. If we can make this work for natural gas boilers, we are look to extend the solution to oil and LPG boilers too.
<b>Vulnerability Future Energy Scenarios (VFES)</b>	Vulnerability Future Energy Scenarios (VFES) accurately predicts where communities are less resilient, less affluent, and seriously affected by prolonged or frequent power cuts. VFES provides data and analysis to help us identify areas where customers are in more vulnerable situations, forecast how their needs may change, and where additional network investment will be required should there be changes in LCT grants or support. This will allow for better data to support fairer and more strategic investment decision-making.	SSEN Distribution System Operator (DSO) has worked with Regen, an independent not for profit, to take VFES to the next level. A far reaching report titled "Just transition, Vulnerability and Future Energy Scenarios" (Sept 2024) has lead commitments resulting in SSEN being the first electricity network to enshrine care for the most vulnerable customers and communities into future network planning.



# WHAT OUR CONSUMER VULNERABILITY STRATEGY DELIVERS FOR YOU

We have made the following commitments to provide additional support to our most vulnerable customers and communities:

COMMITMENT	SUMMARY	PAGE
<b>Personal Resilience Plans (PRP)</b>	Proactively provide PSR customers with Personal Resilience Plans containing specific advice tailored to a customer's individual needs, helping them know what to do during power cuts	<b>10</b>
<b>PSR gap analysis</b>	Reach over 1 million PSR customers by 2028, refreshing our data every 24 months	<b>11</b>
<b>PSR customer satisfaction</b>	Improve PSR customer satisfaction scores to 9.4	<b>12</b>
<b>Fuel poverty support</b>	By 2028 support 50,000 households (equivalent to 114,000 customers) with fuel poverty advice and referrals	<b>13</b>
<b>Training and development</b>	Train 30 employees to the City & Guilds energy efficiency qualification and introduce 200 Vulnerability Allies across the business from the start of RIIO-ED2	<b>14</b>
<b>Personal and social support packs</b>	By 2028, deliver 5,000 energy efficiency packs to fuel-poor households, and 5,000 power cut resilience packs to PSR customers, tailored to their needs	<b>15</b>
<b>Shareholder fund</b>	Introduce a shareholder-financed £500,000 annual 'Powering Communities to Net Zero' fund to support LCT accessibility initiatives for those in vulnerable situations, and community-led environmental and resilience schemes	<b>16</b>



# PERSONAL RESILIENCE PLANS



This commitment two initiatives, with the first being to proactively provide PSR customers with Personal Resilience Plans (PRP) containing specific advice tailored to their individual needs, helping them know what to do during power cuts. Secondly, the provision of 20,000 battery backups to customers who depend on electricity for medical reasons.



## Customer segment: Household

### What you've asked of us:



Customers want proactive support that is tailored to their needs.



### How you've asked us to deliver your needs

- Provide customers with additional information, personalised to their specific situation.
- Additional support to customers with the most significant needs, where a continuous supply of electricity is vital.
- Be more personalised in the way we support customers.
- Offer practical and proactive measures to help customers be more resilient.
- Work with occupational therapists, experts and charities to build tailored advice.

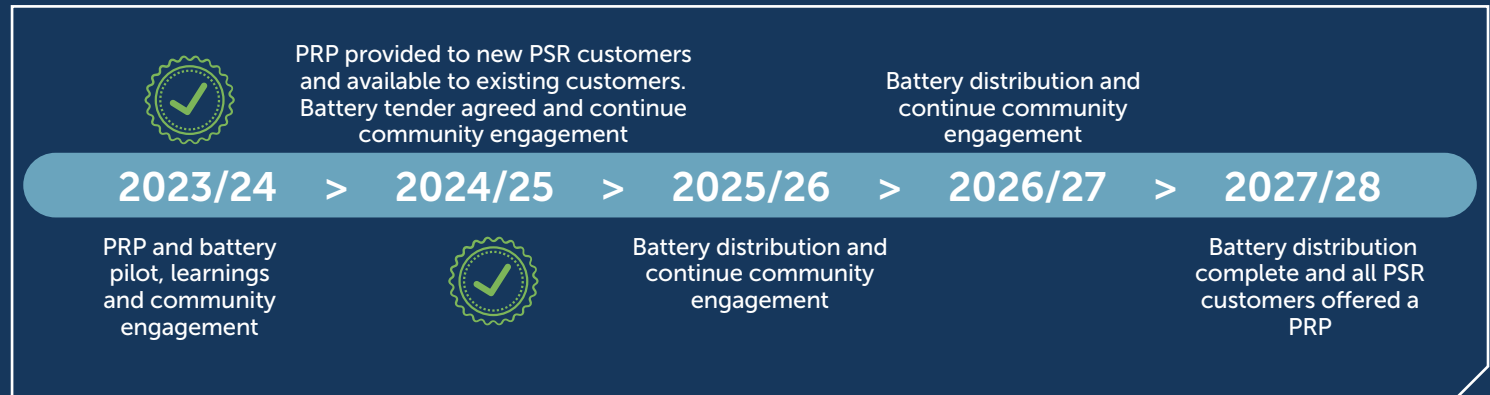


### Progress to date

- We worked with Kidney Care UK to rollout Personal Resilience Plans (PRP's) to a small number of targeted customers following our initial pilot.
- We are continuing to carry out the pilot of our battery roll out programme with an initial 20 being provided north and south for high priority customers. This will help inform our procurement exercise for wider battery purchase and roll out to meet our long term commitment.

### Still to come

- Ongoing collaboration with key partners to build out tailored advice for further PRP roll out to our most vulnerable customers (c.60,000).
- Automating the process to make it easier for customers to request a PRP and ensuring all newly registered customers receive one with their welcome letter.
- We will provide 20,000 battery packs to customers and our project plan is in place to manage this across RIIO-ED2.



# PSR GAP ANALYSIS

Reach over 1 million PSR registrations by 2028, refreshing our data every 24 months.



## Customer segment: Household

### What you've asked of us:

🗨️ *Increase support for PSR customers and increase partnerships to get more customers on the PSR.* 🗨️

### How you've asked us to deliver your needs

- Raise awareness of the PSR.
- Ensure our service is accessible with no customer left behind.
- Ensure your data is up to date.
- Support you during a power cut.

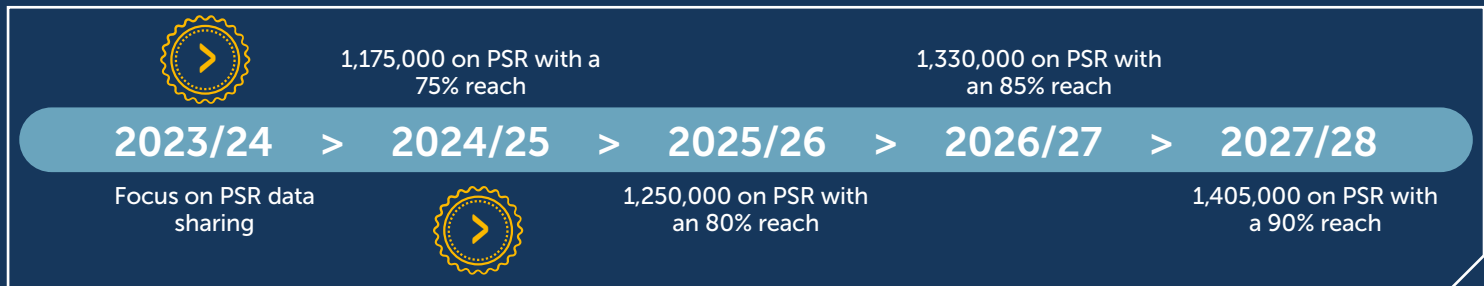


### Progress to date

- We conduct regular gap analysis on our PSR data to ensure we are focusing where needed – enabled by our Centre for Sustainable Energy data on regional PSR penetration and eligibility across key needs codes, helping us to target our resources to close these gaps.
- We continue to promote the PSR in our communities at events both small and large, but where we don't have a voice we have created a community toolkit so organisation can access valuable resources to promote the PSR on their own channels like websites, social and community notice boards.
- We continue to make it easier for our customers to register through [ThePsr.co.uk](http://ThePsr.co.uk) and [psrscotland.com](http://psrscotland.com)
- We have set up an internal group to run analysis on all live PSR growth projects and pull on expertise from across the organisation to identify more ways to reach into our customer base and promote the PSR.
- We benchmark ourselves to remove complacency in our performance, whilst working hard to achieve our immediate targets and planning ahead to achieve our longer term responsibilities.
- We invested in market research to understand how promotion of the PSR could be improved. This insight was used to create a digital campaign, focused on 2 demographics in 3 areas. During this campaign we worked with social media influencers to highlight the PSR. We're using the outcomes of both of these to ensure our ongoing approach delivers the best outcomes and PSR growth.
- 100% of PSR1+ (medically dependent) customers were data cleansed in 2023/24.

### Still to come

- We will increase PSR reach year on year to achieve 90% in year 5.
- We will continue to proactively contact our PSR customers every 2 years to check that their data is up to date. For those who are medically dependent we will do this every year.
- We will continue to train all staff to ensure the PSR data is checked and updated on every telephone call, when appropriate.
- We will continue to be involved at industry level to find a standardised and centralised approach to data sharing.
- Increase our focus on data sharing activity with key partners to ensure we find the most vulnerable customers and remove the burden of registration giving them access to free and immediate support with no effort.
- Increase our face to face engagement with our customers and use these opportunities to not only promote but register and support with our wider extra care services.
- Marketing campaigns that are targeted and collaborative with other DNOs which take on board the learnings from 2024.
- Continue to search for innovative ways to make it easier for our colleagues to support customers when out in the field and for customers to self serve through our website by making continuous improvements.



✅ = Delivered   🕒 = On Track   ❌ = Delayed

# PSR CUSTOMER SATISFACTION

Improve PSR customer satisfaction scores to 9.4.



## Customer segment: Household

### What you've asked of us:

🗨️ *Improve staff training and support as this is crucial for better PSR service.*



### How you've asked us to deliver your needs

- Provide timely, accurate, clear and simple updates.
- Tailored advice and support when needed.
- When things go wrong – empathy and timely support to put things right.

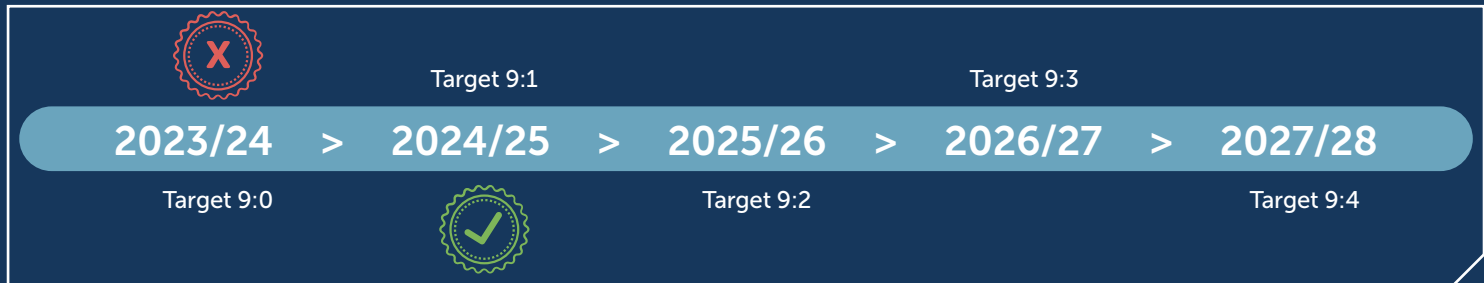


### Progress to date

- We are extending our current Empowered to Care training for all employees and have reached more than 800 colleagues have been through our dedicated customer service training programme.
- We will create specialised training packages across a range of vulnerability challenges.
- We will continue to create Personal Resilience Plans (PRPs) to PSR customers who are medically dependent on power.
- Every customer journey at SSEN has been mapped and key touch points are now targeted to be delivered 100% of the time - delivering positive results.
- Board level member identified and appointed to represent vulnerability.
- We have trained and embedded 60 Vulnerability Allies across the business and have seen some powerful results in terms of culture change and raising awareness of the issues surrounding customers living in vulnerable situations.
- We have updated our Planned Supply Interruptions process to improve communication with customers.

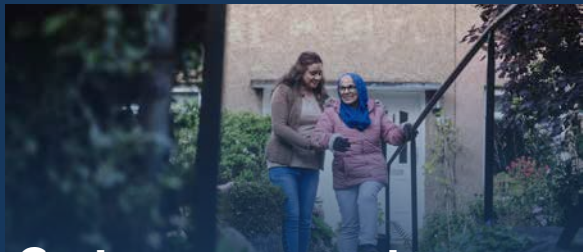
### Still to come

- We will improve PSR customer satisfaction scores to 9.4.
- We will create tailored resilience plans for all PSR customers, starting with those who are medically dependent on power.
- We will supply social and personal resilience packs to fuel poor and PSR communities.
- We will train and embed 200 Vulnerability Allies across the business.
- We will leverage our Board-Level member representing vulnerability.



# FUEL POVERTY SUPPORT

By 2028 support 50,000 households (equivalent to 114,000 customers) with fuel poverty advice and referrals.



## Customer segment: Household

### What you've asked of us:

💬 Consider providing advice and information to PSR customers about the benefits of installing a hybrid, solar or battery storage system. 💬

### How you've asked us to deliver your needs

- Connect me to experts who can help me afford the energy I use and help me identify ways to be more energy efficient.

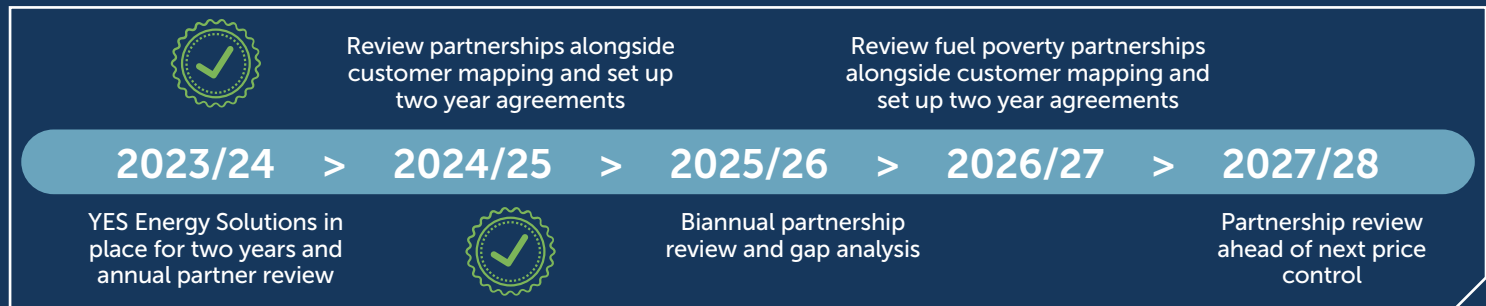


### Progress to date

- We have a 2 year partnership with Yes Energy Solutions to give free energy efficiency and income maximisation advice, and support in accessing low carbon transition services.
- We continue utilise outreach initiatives to help customers use less energy and lower their bills.
- We have built partnerships with appropriate organisations that can provide effective services to customers experiencing fuel poverty.
- We have 22 candidates training for their City & Guilds qualification on energy efficiency. The use of their new skills will be tracked so we refine future candidates experience and we can monitor the customer benefit.

### Still to come

- We will continue to share the customer mapping tool with external partners to add value to their own offerings and our ability to collaborate.
- We will continue to engage and hold focus groups with partners such as National Energy Action, Energy Action Scotland, Citizens Advice, Citizens Advice Scotland, YES Energy Solutions and Centre for Sustainable Energy to signpost and refer customers needing energy efficiency advice.
- We will train 30 employees to be energy efficiency advisors to help customers with immediate advice whilst still referring onto other agencies when necessary.



✓ = Delivered   ⚙️ = On Track   ✗ = Delayed

# TRAINING AND DEVELOPMENT

Train 30 employees to the City & Guilds energy efficiency qualification and introduce 200 Vulnerability Allies across the business from the start of RIIO-ED2.



## Customer segment: Household

### What you've asked of us:

Source dedicated bespoke fuel poverty and energy advice training for customer facing staff.



### Progress to date

- We have 22 candidates training for their City & Guilds qualification on energy efficiency and of those we have 5 that have passed to date and using their new skills.
- We track the usage of their new skills to monitor the customer benefit delivered and assess the relevance of the course and candidate to make improvements for future cohorts.
- We have promoted and recruited 60 now called Vulnerability Allies. We renamed them after consulting with other internal communities but also our Inclusive Service Panel (ISP). We have delivered 4 monthly drop in sessions and 1 quarterly review all involving guest speakers, training, and engagement on wider topics relating to vulnerability.
- We have created a knowledge and training area for the Vulnerability Allies where key topics are brought to life and offer more external training upon request. We regularly ask for feedback on our effectiveness and review our outcomes quarterly.

### Still to come

- We will agree more metrics for City & Guilds and Vulnerability Allies so we can improve and track our effectiveness.
- Our Vulnerability Allies will challenge internal teams and colleagues to ensure our decision making is inclusive of all customer's needs and show up externally in their communities to start conversations and support friends, families and organisations or clubs they are involved.
- Our Vulnerability Allies have requested to get more involved in external and internal events. We will develop a rolling calendar of community and corporate activity so they can participate.
- We will promote the 'Powering Communities to Net Zero' fund to communities and partners across our license areas.
- We will drive awareness of the PSR and increase fuel poverty referrals.

### How you've asked us to deliver your needs

- Enhanced training for our colleagues to give better understanding of the lived experience of the customer.
- Better empathy and understanding of our customers' needs across the wider business.



Ten City & Guilds trained colleagues and 80 Vulnerability Allies in place

A further the City & Guilds trained colleagues (total 30 trained) and 150 Vulnerability Allies in place

2023/24



2024/25



2025/26



2026/27



2027/28

Twenty Vulnerability Allies in place

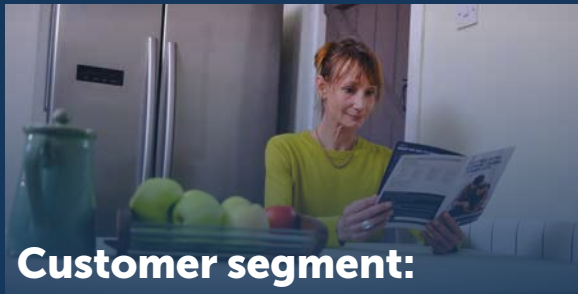


A further ten City & Guilds trained colleagues and 100 Vulnerability Allies in place

A total of 200 Vulnerability Allies in place

# PERSONAL AND SOCIAL SUPPORT PACKS

By 2028, deliver 5,000 energy efficiency packs to fuel-poor households, and 5,000 power cut resilience packs to PSR customers.



## Customer segment: Household

### What you've asked of us:

🗨️ *Increasing our work with the community is crucial - education is the best way to help customers with the smart energy transition.* 🗨️

### How you've asked us to deliver your needs

- Help us understand how we can be resilient in our own homes, so we are prepared when a power cut happens.
- Help us reduce our energy usage so we can lower our consumption, cost and carbon footprint.



### Progress to date

- We have designed the pack contents using customer insight.
- We have identified and onboarded a supplier to provide packs with reusable items.
- We have identified how we will distribute both types of packs out to individuals and communities that will benefit the most and will keep our carbon footprint to a minimum during this distribution.

### Still to come

- We will provide 10,000 total by end of year 2028, split equally between energy efficiency packs and power cut packs.



✓ = Delivered    ⚙️ = On Track    ✗ = Delayed

# SHAREHOLDER FUND

Introduce a shareholder-financed £500,000 annual 'Powering Communities to Net Zero' fund to support LCT accessibility initiatives for those in vulnerable situations, and community-led environmental and resilience schemes.



## Customer segment: Communities

### What you've asked of us:

*Lack of funding is one of the key barriers to take up of low carbon technologies.*

### How you've asked us to deliver your needs

- Focus on community initiatives that either deliver, promote or enable low carbon technologies to benefit community members in vulnerable circumstances.
- Fund to open across both our regions with vulnerability mapping used to help us promote the fund in areas where its more relevant.
- Extend the scope to environment and resilience.

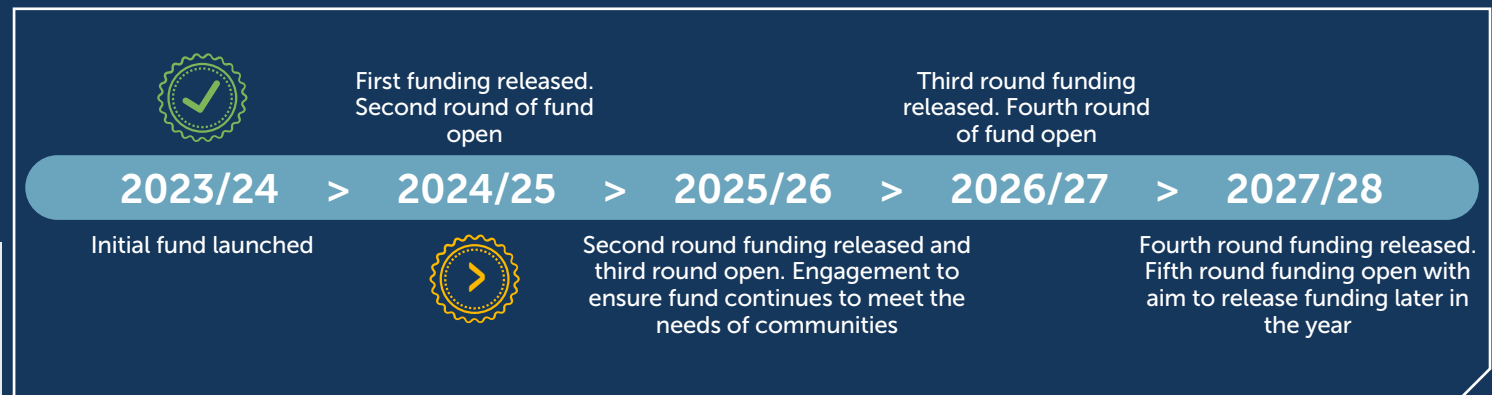


### Progress to date

- We defined the scope of the fund, using guidance from our partners and stakeholders.
- The fund was fully launched on 15 July with a closing date of 31 August. £580K was available for the first year of funding.
- We have promoted the fund in targeted communities.
- We will provide support to those who want to apply.

### Still to come

- An independent panel will assess each application and award successful applicants.
- Unsuccessful applicants will be provided feedback on their application and will be invited to resubmit in 2025/26.
- We will report and share the success of the grant.
- We will continue to seek feedback from stakeholders and applicants of the fund to ensure the fund meets the needs of our communities.





# THE INVESTMENTS WE ARE MAKING IN OUR BUSINESS TO DELIVER OUR CONSUMER VULNERABILITY STRATEGY

## Our ambition beyond RIIO-ED2

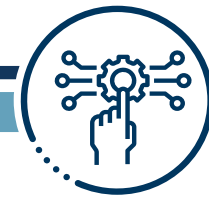
In the last few years, we have seen how quickly vulnerability can change, therefore we need to ensure we are responding to the challenges facing our customers and communities. The ability to identify and react quickly to new challenges that arise means that we will go over and above our consumer vulnerability strategy. Our commitments have been developed with customers and communities to help those who need extra support, and whilst we remain focused on these commitments, we believe we can (and should) do more during our price control and beyond.



Making it easier for customers to join the Priority Services Register by continuing to promote [thepsr.co.uk](https://www.thepsr.co.uk) and [psrscotland.com](https://www.psrscotland.com) alongside working with other utilities on a universal PSR registration service, ensuring customers only need to sign up once.



Meeting the needs of small / medium businesses by introducing a Business Support Register. We will continue to build on our relationship with Be The Business to support small businesses' access to valuable resources.



Tackling digital exclusion by exploring how we can work with our partners to ensure no customer or community is left behind, enhancing support for those customers who need it most.



We will continue to utilise our innovation funding to co-create projects with stakeholders to address a just and fair transition, changing requirements of our customers and the wider societal changes of an ageing population, net zero and a secure supply now and in the future.



Energy Efficiency Enablement Programme to reduce barriers to the installation of energy efficiency measures. We will work with partners to enhance support for customers who face challenges when installing energy efficiency measures.



Accessible communication is something we pride ourselves on, but we know there is always more we can do to. Ensuring we are responding to the changing needs of all customers, utilising new technologies whilst remaining committed to improving traditional communication methods is essential to ensuring we are there for our customers when they need us.



# PRIORITY SERVICE AND ENERGY EFFICIENCY ADVICE

We all rely on electricity day to day, but for some people a power cut can be worrying or difficult. That's why we offer extra help and support on the rare occasions the power is off. Registering for our Priority Services is really simple and helps us to help you when you need it most. All our priority services are free.



Emergency power supplies - if you use medical equipment/aids reliant on electricity, we aim to provide extra support during prolonged power cuts.



Proactively contacting you - when we are aware of an unplanned power cut affecting your home, you will receive proactive updates 24 hours a day.



Safety advice tailored to your needs - when requested, we'll offer you advice on how to prepare for a power cut in a format that suits your needs, e.g., braille, textphone, easy read, audio CD, or language other than English.



Peace of mind - we offer a service where you can agree on a password to use when dealing with the staff of Scottish and Southern Electricity Networks. That way we can look after your personal safety and home security.

## Priority Services Register

If you require extra support during a power cut, please contact us:



**FREEPHONE**  
**0800 294 3259**



**TEXTPHONE**  
**0800 316 5457**



**FOR MORE INFORMATION**  
**[ssen.co.uk/psr](https://ssen.co.uk/psr)**

Or email the Priority Services team via  
**[networks.priority.services@sse.com](mailto:networks.priority.services@sse.com)**

## About YES Energy Solutions

YES Energy Solutions' is a community interest company on a mission to save people money on their energy bills. Our partnership with them allows you to access their expert advice centre for free.

### With Yes Energy Solutions you will receive:

- A free introductory energy saving pack in the post with gadgets to help you reduce your bills
- Top tips to save money by reducing your energy use
- Assessments on your eligibility for grant schemes to improve the efficiency of your home
- Income maximisation checks to ensure you're claiming all the benefits and financial support you're entitled to
- Mental, physical and wellbeing support

YES Energy Solutions' services are free and confidential.

## Contact YES Energy Solutions



**YES ENERGY**  
**[ssen.co.uk/yes](https://ssen.co.uk/yes)**



**YES ENERGY ADVICE LINE**  
**03301 359 110**



# OUR STAKEHOLDER FEEDBACK

Engaging with stakeholders is essential to ensuring we are delivering the service our customers need. This is especially important when supporting customers in vulnerable situations.

We know that continuous engagement with subject matter experts allows us to identify new challenges and take the right action for our customers. Therefore, reviewing our refreshed consumer vulnerability strategy with key stakeholders who work with and represent our customers e.g. vulnerability experts, has been a vital part of our process.

In October 2024 we held an online engagement event focussing on our vulnerability strategy. During the event we received feedback on the areas that mattered most.

## Key callouts from our stakeholders

- To attract customers to the PSR who haven't experienced a power cut in a long time;
  1. Try promoting the wider benefits, not just power cut related ones.
  2. Proactively register customers of a pensionable age.
  3. Use advocates in the community to explain the PSR.
  4. Use power cut data to target areas that need PSR promotion.
- Build trust by being local, speak their language and be personal so customer knows we are talking to them directly or communicate through trusted organisations.
- Low carbon technology (LCT) is complicated for customers and it's hard to know if something is free or a scam. To improve engagement work face to face, start early as it will take time and ensure they have support, after any installation. Having a smart meter is key so having data on this will improve engagement from the start.

We have incorporated the feedback received into our strategy and would like to thank our partners and stakeholders for the time they took to review, discuss and debate our customer vulnerability strategy. Joining the discussion helps us to provide the service and support our customers need.

## Your feedback matters

We want to hear from you, and you can contact our customer vulnerability team using the email address below:



EMAIL US

[networkscvteam@sse.com](mailto:networkscvteam@sse.com)

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**Scottish & Southern  
Electricity Networks**