

Making a Difference

Activities and outcomes to protect and serve our vulnerable customers

Ofgem Electricity Distribution Stakeholder Engagement and Consumer Vulnerability Incentive Scheme **Part Three**

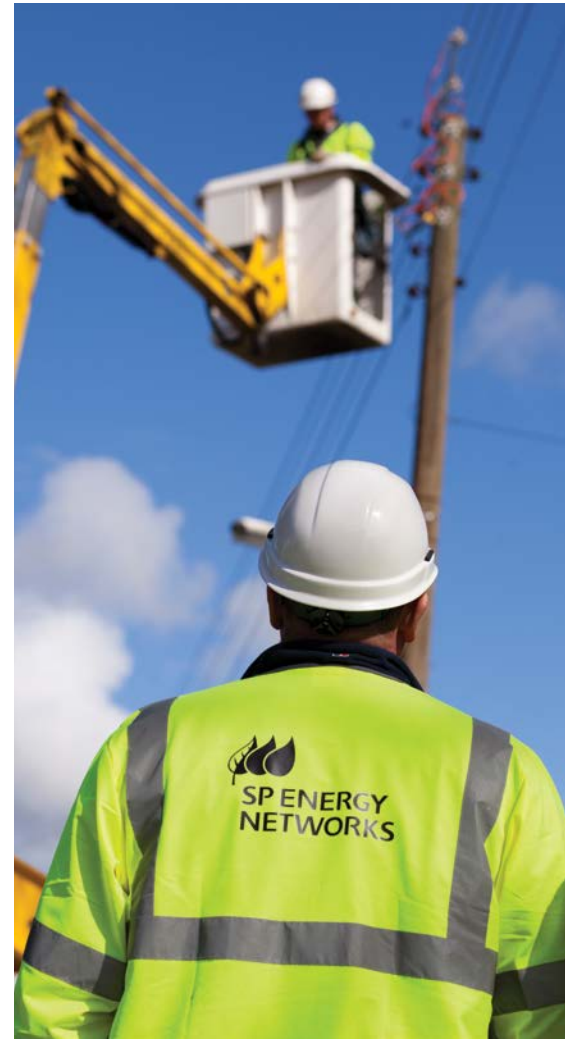


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OUR CUSTOMER VULNERABILITY STRATEGY, COMMITMENT & DIRECTION IN SUMMARY

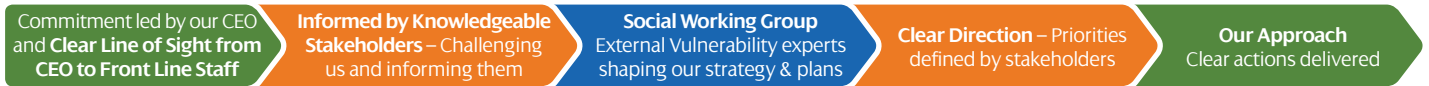
Our Customer Vulnerability Strategy, Commitment and Direction is laid out in full in Part 1 Pages 9 and 10 we would recommend that it and should be read in advance of this section. A summary is shown below.

Strategy shaped by external stakeholders & vulnerability experts and a clear commitment from us to deliver.

Our Strategy in Summary



Our Commitment & Direction in Summary



Governance & Assurance, Qualification & Accreditation

GOVERNANCE

Our governance model ensures we have a clear line of sight from our CEO through to our front line teams. Our Strategic Panels are attended by our CEO, Directors and Senior Managers from SP Energy Networks (SPEN) and senior influential stakeholders who challenge and help shape our strategy and policies. Our Social Working Group feed into our Strategic Panels and members are influential customer vulnerability experts who work closely with us to develop our strategy and plans and find the right partnerships to deliver our goals. We seek and use customer feedback to shape our policies and processes. We use this feedback to shape our improvement initiatives and drive action delivery through our organisation supported by our coaching and performance management framework.

Strong Internal & External Governance to drive delivery

CLEAR LINE OF SIGHT FROM OUR CEO TO FRONT LINE STAFF SHAPED BY STAKEHOLDERS AND CUSTOMERS

<p>Triannual Strategic Stakeholder Panels</p> <ul style="list-style-type: none"> • Give an external perspective • Shape & challenge SPEN's strategy & policy • CEO, Directors & Senior Managers & senior influential stakeholders are panel members • The Panels are Independently hosted • Developing better informed stakeholders, and challenge to our plans 	<p>Quarterly Social Working Group</p> <ul style="list-style-type: none"> • Give an external perspective • Shape & challenge SPEN's Social strategy & plans • Senior Managers & vulnerability experts are working group members • This Group feeds into the Strategic Panels • Experts in customer vulnerability help SPEN shape plans and find right partners to support our delivery 	<p>Quarterly Industry Working Groups</p> <ul style="list-style-type: none"> • 3 Working Groups formed under the ENA covering Customer Satisfaction, Vulnerability and Stakeholder Engagement. • Facilitate Ofgem's Customer Vulnerability Strategy and to progress cross industry change, best practice sharing and collective issues. • CSIWG the main governance group is chaired by SPEN
<p>Monthly Internal Stakeholder Action Group</p> <ul style="list-style-type: none"> • To share stakeholder activities internally across our business units • Ensuring all activities with stakeholders are joined up and focused on strategic goals • Share best practice and ideas • Leverage improvements against wider plans 	<p>Monthly Exec Review & Senior Manager Reviews</p> <ul style="list-style-type: none"> • Review held by CEO & Exec team with each Directorate to review performance in line with strategy • Cuts through issues and challenges performance • Identify cross business issues • Focused reviews carried out with Exec & Senior Managers in relation to Customer Satisfaction & Vulnerability 	<p>Monthly Operational Reviews</p> <ul style="list-style-type: none"> • Review meetings with each individual District (11 Districts) to review their performance in relation to Customer Satisfaction & Vulnerability • Reviewing and improving the underlying drivers to performance • Identifying local issues and driving local improvements.

ASSURANCE, QUALIFICATION & ACCREDITATION

Externally Assured, Qualified and Accredited

Our stakeholder activities are externally assured by DNV GL. We are members of the Institute of Customer Service and we have a framework of training leading to qualification for our staff. We are in the process of obtaining BSI Accreditation.

<p>Assurance</p> <p>DNV GL carry out independent assurance of SPEN's stakeholder engagement strategy and activities against AA1000 Stakeholder Engagement Standard (SES). This standard is a framework for assessing, designing, implementing and communicating stakeholder engagement. This independent review requires SPEN to demonstrate our commitment to the AccountAbility principles of inclusivity, materiality and responsiveness. The purpose of the Standard is to establish the benchmark for good-quality stakeholder engagement.</p>	<p>Qualification</p> <p>We continuously strive to improve the service offered to our customers as can be seen by our results over the last 5 years. As a member of ICS (Institute of Customer Service) we have embarked on a training programme for all of our staff including qualifications for Operations Managers, Team Managers and front line staff. Staff within our Customer Service team have completed this training in 2015. In 2016 this will be rolled out further to both CS and field teams. We are working with ICS to develop specific vulnerability training for 2016 to be included in this qualification.</p>	<p>Accreditation</p> <p>To ensure that our services are fair, accessible and represent the interests of all vulnerable customers, we are currently in the process of gaining the BSI 18477 Standard: <i>Inclusive Service Provision – Requirements for identifying and responding to consumer vulnerability</i>, we anticipate having completed this by June.</p> <p>We are also progressing with ServiceMark Accreditation with Institute of Customer Service which we aim to complete by the end of the year. More widely as an organisation we are accredited to ISO 9001 across all departments.</p>
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OUR DATA STRATEGY

Being clear about how we use data

We have a clear data strategy supporting the activities we undertake for ALL customers. Our targeted initiatives supporting our most vulnerable customers are informed by social data mapping.

We have defined the strategy and processes for new customers joining our register, as well as proactive identification and maintenance of our customer records. We have signposting and referral networks established, data sharing arrangements and robust systems for capturing and recording data to make sure we continuously grow our Priority Services Register (PSR). This ensures our records are accurate and we deliver valuable services tackling issues both energy related as well as wider societal issues.



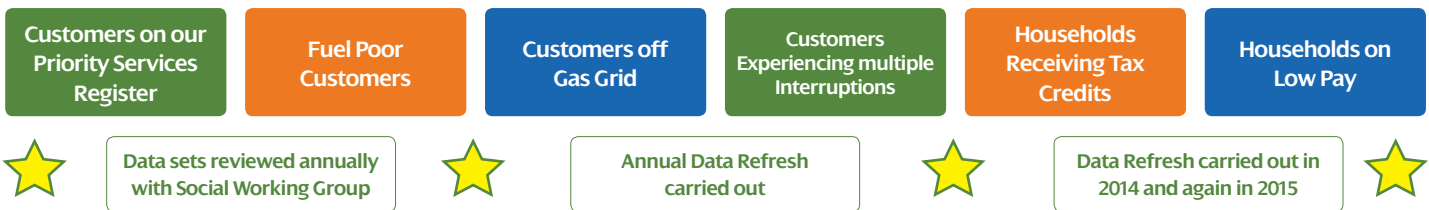
SOCIAL INDICATOR DATA MAPPING

Knowing our most vulnerable communities

Following the clear direction given to us by our External Panel and Social Working Group regarding our priorities, we agreed on the data we would review for our social indicator mapping to identify our most in need communities.

Our Social Working Group were keen that whilst we sourced data externally, that we carry out the data mapping internally within our business to build capacity and knowledge in our own teams. In doing so we grow our staff understanding and capability and also become more nimble in terms of frequency and format of our mapping for the future. We agreed with our Social Working Group which data sets would be mapped to identify our most vulnerable communities. In 2014, 4 data sets were reviewed for our mapping and in 2015 a further 2 data sets were added. This includes households receiving tax credits which is a means tested benefit for working families which aims to tackle continuous problems of low pay. We also added households on Low Pay which is made up of residents receiving less than £7 per hour.

6 DATA SETS MAPPED



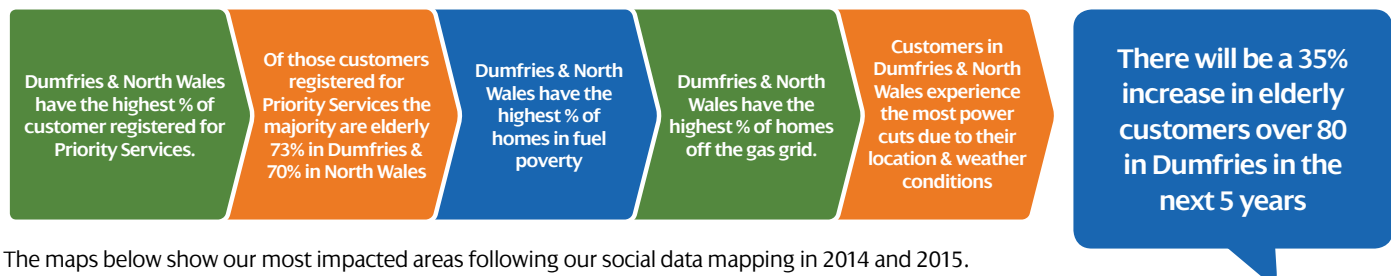
Our data sets identify customers who have registered on our PSR that would benefit from additional support, as well as those customers deemed to be in fuel poverty. Customers not connected to the gas grid are included as we know they are more vulnerable when they experience a power cut. We have also looked at those households experiencing the most power cuts to ensure we are not making our customers more vulnerable as a result of our network performance. Finally those receiving tax credits due to low income and low pay households were included.

WHAT OUR DATA TOLD US

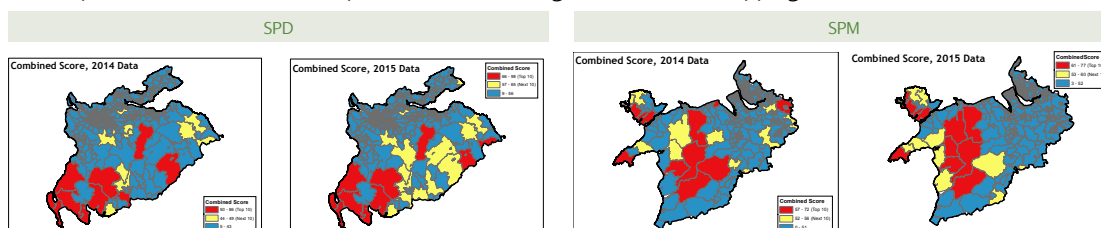
Strategy based on fact

As a result of our mapping we identified 2 areas for particular focus, which our data told us were made up of significantly more vulnerable communities. These areas were Dumfries & North Wales.

In 2015/16 our targeted initiatives have been focused in Dumfries and in 2016 our programme of work will start in North Wales



The maps below show our most impacted areas following our social data mapping in 2014 and 2015.



BROADENING THE DEFINITION OF VULNERABILITY IN OUR PSR

Understanding vulnerability changes & being inclusive

Eligibility for PSR extends beyond the prescribed categories – we know customers may tick a box on a form to select a PSR category but their need for support may run far deeper. Factors impacting vulnerable customers may change in time and it is important that they can register for support but their needs are constantly reviewed and updated. This year we have broadened the categories in our PSR to align with Ofgem’s Consumer Vulnerability Strategy and enable our customers to register temporary vulnerability. We have taken steps to include a number of new categories over and above the 21 standard categories in our register in advance of any industry change.

- New Born Babies
- Post Hospital recovery
- Bereavement
- Life changing events (for example Redundancy)
- Families with children under 5
- Water Dependency (for customers who are medically dependant on a water supply)

Our Transient categories have been implemented with the option of registering for 6, 12 or 18 months and we will proactively monitor these through management reporting to ensure customers records are updated once their circumstances change.

We have included a number of Transient Vulnerability Categories such as:

LOCAL UTILITIES FORUM

Working with other Utilities to target communities together

We have set up a Local Utilities Forum with SSEPD, Scottish Gas Network and Scottish Water. The aim of this group is to look at how we can share data, review vulnerability categories to share best practice and work together collaboratively as key utilities to support vulnerable customers in joint campaigns. All partners in this forum have agreed to signpost customers to each other. We will replicate this in 2016 for SPM



TACKLING WIDER SOCIAL ISSUES

Addressing the root cause of vulnerability

As well as broadening the categories our customers can register against, we have tailored our initiatives to deliver wider social benefits to tackle issues such as :-



TAKING EVERY OPPORTUNITY TO IDENTIFY VULNERABLE CUSTOMERS

Seeking out vulnerable customers with every member of the business engaged

- We take approx. 600,000 calls every year and ask questions to pro-actively identify new customers or changes in circumstances on every call
- Our letters and leaflets promote our PSR and invite customers to join if they feel they need extra support
- Our network of partners signpost customers to our register and sign people up on our behalf
- Our events and initiatives are targeted at our most vulnerable communities with the aim of raising awareness and partnering with organisations who can deliver additional wider support and signpost to us and other support services
- We have business processes such as our “Planned Pre-Vet” and “Person on Site” which identifies vulnerable customers proactively

As part of our planned investment work we visit customers in advance at home to check the records we hold and explain why we are carrying out the works. We support customers registered for PSR and identify new customers who are vulnerable and need extra help. Over 120k customers involved in planned investment work per year

When a fault occurs on our network causing a power cut, our “Person on Site” process ensures our teams think about the impact to customers and seek out those who are vulnerable to offer them extra support.

The social obligations group has discussed SPEN’s approach to vulnerability in detail. We are confident that both the current approach reflects evidence of the main priorities and involves key partners, and also that there is a developing strategy to expand this area as capacity increases over time. The recognition that vulnerability can be a temporary issue which requires tailored responses is an example of this progressive approach.

Andrew Faulk, member of Social Working Group



In 2015/16 we increased PSR Awareness by 15%



RAISING AWARENESS OF WHO WE ARE AND HOW WE CAN HELP

A focused approach to raising awareness for vulnerable customers

As well as our national advertising campaign laid out in Part 2 Page 8, this year SPEN recognised there was a need for a more focussed approach to awareness to ensure those areas identified by our data mapping as our most in need communities were directly contacted. We received feedback from our 2014/15 awareness campaign which informed this initiative and so our approach was to directly target vulnerable customers in key areas.

Pharmacy Bags & GP Surgeries

To help us raise awareness for vulnerable and hard to reach customers who may not engage actively in society due to illness or disability, we launched a campaign to advertise our additional support services on pharmacy bags. Feedback from our stakeholders told us that many vulnerable customers will have regular contact with their GP and pick up repeat prescriptions.

The bags were printed in English and in Welsh and over 300,000 were distributed in over 600 pharmacies. Pharmacies were selected due to their location in our identified areas. In addition, we partnered with 29 GP surgeries to display digital awareness information in waiting rooms.

300k pharmacy bags issued to over 600 pharmacies
29 Screens in GP surgeries displayed PSR Awareness



Car Park Tickets

We engaged with local car parks within our most vulnerable areas and printed PSR awareness messages on the back of car park tickets.

Over 1.7 million tickets were commissioned in English and in Welsh. The aim was not only to target vulnerable customers but also their friends, family and carers.



1.7m car park tickets printed in English and Welsh

Direct Mailing to our Vulnerable Customers

We targeted 26 postcodes in our most vulnerable communities impacting 7,500 homes for direct mailing as a result of our data mapping. Customers were directly mailed with a postcard giving the number to call in a power cut and details of how to join our Priority Services Register should they need extra help.



Customers in 26 postcodes were directly mailed informed by our social data mapping. Mailings were printed in English and Welsh.

HOW WE SHARE DATA

We share data through informed consent as well as with resilience partners during emergency situations and are developing data sharing protocols to share data proactively outside emergencies. We led a data sharing meeting with the Information Commissioner on behalf of DNOs and GDNs to seek further advice. We also work closely with Falkirk Council to learn lessons from their data sharing pilot with Forth Valley NHS Trust.

Cutting through
Data Sharing Issues

Our Data Sharing Partners



Services Delivered As a Result of Sharing



Informed Consent

- Home Energy Scotland
- D&G Fire & Rescue
- The Hub
- Care & Repair
- Meal Makers
- Citizens Advice
- The Food Train
- Age Scotland
- Handy Van
- The Energy Agency

Resilience Partners

- British Red Cross
- Supreme Group (Catering)
- Local Resilience Groups
- Emergency Planning Officers – Local Councils

Developing Protocols Sharing Outside Emergency

- D&G Fire & Rescue
- SSEPD
- SGN
- Scottish Water
- Dolby Vivisol

Energy Efficiency	Befriending Services	Home repairs	Funding Advice
General Wellbeing Advice	Modification of Property	Front line support & welfare arrangements in storms	
Emergency Catering Facilities	Free wood deliveries	Tariff Switching advice	Debt Advice
Grocery shopping & delivery	Use of community buildings to provide hot food and drink in emergencies		Social Care Support

Supporting All Vulnerable Customers



449,800 customers are registered with SPEN for Priority Services
61,000 New PSR customers joined our register in last 6 months



CUSTOMER REGISTERING ON OUR PRIORITY SERVICES REGISTER (PSR)

Totally committed to supported customers on our PSR

Welcome Pack

Welcome packs sent to all new PSR customers detailing what they can expect from us.

Proactive Contact

We proactively contact ALL vulnerable customers registered with us in the event of a power cut 24/7

Calls Made Every 3 Hours

- We keep customers updated by phone or text at least every 3 hours or more frequently if they wish
- Our Field Teams also visit customers on site to identify and support their needs

Supported by Resilience Partners

- We notify our Resilience Partners in prolonged outages and significant events
- Our Partners support with additional services such as opening community centres and organising social care.

Generators

We fit generators for vulnerable customers to minimise the impact during Power Cuts and Planned work. We provide generators to Community Hubs also - to bring the community together in extended power cuts.

Vulnerable Packs

Our field Staff issue vulnerable packs to customers which include items such as an analogue phone to make sure customers can always be contacted.

Hotels & Hot Food

- We provide hotels and hot meals for customers in prolonged outages and significant events
- We offer this to ALL customers after 48 hours

Dedicated Number

- PSR customers are prioritised if they call us to report a power cut
- We answer ALL calls on average in 6 seconds
- In storms we offer a dedicated welfare line for customers

2 Year Checks

- We contact customers on our PSR every 2 years to check their details are accurate
- As a result of these contacts we offer a referral service if customers are worried about heating their homes or paying their bills

Accessibility

Customers can request information in Braille and large print

Translation Services

We have a dedicated Language Line for customers where English is not their first language. We also have language cards for use by our Field Teams.

"Your field staff both called and knocked on the door to confirm it would be ok to switch the power off. Give the field staff top marks, I couldn't have asked for a better service."

Mr & Mrs S – elderly PSR customers.

Short Term Vulnerability

Customers can register for a specific period or on a temporary basis, for circumstances such as pregnancy or post hospital recovery.

Finding Hard to Reach Customers

Our initiatives are developed to pro-actively seek out customers who would not otherwise make themselves known but require help.

Training Informed by Experts

Our staff training and initiatives are shaped by vulnerable agencies for example – Age UK, British Red Cross, Alzheimer's Scotland, Mind & Dolby Vivisol

Avoiding Bogus Callers

Customers can request a password to ensure they know who is calling.

"Communication was first-rate and they did what they said they were going to do. Extremely Happy"

Mrs C – PSR customer

In our most vulnerable communities we want to build initiatives that are truly embedded. By doing this the communities themselves will help us identify the most hard to reach customers. Local people know local people and word of mouth is powerful.

NETWORK NATTER

This initiative sits at the heart of our targeted activities in Dumfries. We work with existing trusted agencies and intermediaries to create a wide and interconnected network of support for our customers. Network Natter uses these partnerships to run events in association with existing elderly community groups to communicate these services, refer customers into our PSR and our partners schemes whilst also raising awareness across our communities. As well as these events we promote our partnerships in other schemes and through our Newsletter.

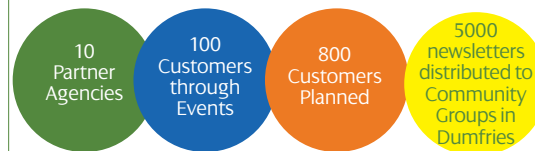
Delivering Support that changes the quality of lives for our customers



BENEFITS Cost Benefit Analysis

£1.77 benefit delivered for every **£1** spent
we spent **£700** and delivered a benefit of **£1240**

Benefits calculated are direct financial benefits and do not include wider "softer benefits"



WHY NATTER?

SPEN lead the Network Natter events which are held as part of existing elderly community groups. The purpose of Network Natter is to raise awareness of who we are and what we do as well as bring services together for customers they would not necessarily have access to or know about. At every event we sign customers up to our PSR if they are not already registered and we make sure they know who to contact if they have a power cut. Customers are also provided with vulnerable packs to make sure they are prepared should they experience a problem in the future.

WHAT WE DO

These are local events to bring elderly customers together for tea and cakes, a chat and to share information. Our partners attend the sessions and talk to the group about the services they can provide and how to access them. Customers are referred on the day and we encourage our partners to onward refer to each other and encourage customers to spread the word to friends and family. This is about a wide and interconnected network of support and awareness.

The services provided go much wider than offering sign up to our PSR and providing the number to ring in a power cut. Our partners offer advice for debt, energy efficiency and how to access funding for schemes such as free insulation, boiler and cavity wall schemes etc.

We have partners who offer free fire safety equipment, as well as a scheme delivering free wood for fuel. Our partners arrange grocery shopping and delivery services for customers who find this difficult and are less mobile. Customers can also benefit from home repairs and support as well as modifications to their property to enable them to stay at home rather than move into a care home.

Befriending services are offered for customers who are lonely and feel isolated, as well as general advice for elderly customers on wellbeing and avoiding bogus callers.

We have also recently partnered with Meal Makers who have joined our Network Natter team. Meal Makers offer a home cooked food service where volunteers commit to making a meal and delivering it to an elderly person, delivering food and importantly combatting loneliness.

OUR NATTER PARTNERSHIPS & THE SERVICES PROVIDED

THE POWER OF THE COMMUNITY WORD OF MOUTH

THE SCHEME IN ACTION

Peter is 83 and in poor health. He lives alone and was socially isolated with no friends or family. Peter had spoken to John who helps him out occasionally with jobs around his house. When chatting Peter admitted to John that he was lonely. John had attended a Network Natter Event and on Peter's behalf contacted The Food Train. A befriender was assigned to Peter and they are now great friends going out for walks and lunch every week. Peter also gets help with his computer which has given him access to the internet and has opened up other opportunities. This has made a huge difference to Peter's life.

Partners	Services
<ul style="list-style-type: none"> • Home Energy Scotland • D&G Fire & Rescue • CAB • The Hub • Food Train • Care & Repair • Handy Van • Age Scotland • Meal Makers • The Energy Agency 	<ul style="list-style-type: none"> • Energy efficiency & funding advice • Fire & safety visits & equipment • Debt advice • Tariff switching advice • Winter warmth scheme • Community project delivery • Grocery shopping & delivery service • Small home repair & home support • Assistance to modify property to allow elderly & disabled customers to remain at home • Silverline befriending service • General advice for elderly customers • Health & wellbeing/bogus callers • Home cooked meals and local friends

Winter Warmth for Older People tackles fuel poverty by supplying free wood to customers who are registered for this service between October and March every year. As a result these customers also benefit from other valuable services.

WINTER WARMTH FOR OLDER PEOPLE

Tackling Fuel Poverty in innovative ways

We partner with the Winter Warmth for Older People Project which delivers free firewood to 311 registered elderly households in fuel poverty in Dumfries & Galloway each winter (between October and March).

The project is a partnership between The Hub, The Criminal Justice Community Payback Unit (D&G Council), local landowners and SP Energy Networks.

BENEFITS Cost Benefit Analysis

£9.86 benefit delivered for every **£1** spent
We spent **£803** and delivered a benefit of **£7920**

Benefits calculated are direct financial benefits and do not include wider "softer benefits"



WHAT WE DO

Every year as part of our routine maintenance and investment work we have to cut trees. Tree cuttings were previously left with the landowners or chipped for landscaping. As a result of SPEN partnering with The Winter Warmth Programme, now on agreement with the landowner the cuttings are delivered to a Winter Warmth depot to be cut up and prepared by individuals serving Community Payback orders.

Once prepared, the wood is delivered **free of charge** to registered households by project volunteers. This gives customers in fuel poverty who currently heat their homes through solid fuel systems a **free energy source** over the winter.

This also provides a fantastic opportunity for the volunteers to be a friendly face delivering free wood every month to customers who may otherwise be socially isolated or in need of other support services. Volunteers are trained to talk to customers about any additional support they may need and have onward referral networks into Social Care as well as our Natter partners.

Customers can benefit from a range of services such as access to funding, insulation and adaptive work required in their homes.

On the first visit, volunteers check if customers are registered on the SPEN Priority Services Register and can assist customers to complete the form and return to SPEN for registration. Volunteers will also signpost customers to our Network Natter Partners so those registered for the Winter Warmth Scheme can also benefit from the wide range of services offered under that initiative. This scheme not only benefits customers financially through free wood deliveries, it supports with other valuable services, including Care and Repair and reduces social isolation, loneliness and helps maintain independence.

THE SCHEME IN ACTION

Showing How Awareness of our Partnerships delivers for customers

Mr and Mrs C are both in their 90's and have lived in their pre-fabricated bungalow for the last 30 years. The bungalow was heated by a back boiler and coal fire. In June, their chimney sweep was carrying out a routine clean when he noticed the back boiler was leaking.

He condemned the boiler and knowing that Mr and Mrs C could not manage without heat and hot water he contacted Care & Repair for support.

Thanks to promotional partnership work through our Natter Partners, The Hub & the Winter Warmth for Older People Project, the chimney sweep was aware of Care & Repair Service and was able to make the referral.

The Care & Repair Manager made an onward referral to the Community Liaison Officer of Home Energy Scotland (HES).

As a result the coal fire was removed and an electric heating system installed free of charge.

Mr and Mrs C. are delighted with their new electric heating system and are finding it much easier and cleaner to use than their former coal fire.



In Jan 2016 we partnered with Home Energy Scotland (HES) to onward refer any customer who finds it difficult to heat their home or worries about their fuel bills. Customers who would like support are referred to HES who can offer a wide range of support services.

HOME ENERGY SCOTLAND

Making a real difference to customers financially

This initiative supports customers who may be fuel poor or are struggling to heat their homes as well as customers who worry about their fuel bills. By partnering with Home Energy Scotland we can now offer support services to all customers in our SPD Licence area to help them access funding and support. We have targeted this through outbound calls to customers in Q1 2016 and will replicate through other campaigns and in our SPM Licence area in 2016.

HOW IT WORKS

We contact customers in advance of every planned interruption as well as customers on our Priority Services Register every 2 years to check our records are accurate. During these calls we ask two simple questions:

1. Do you find your home hard to heat?
2. Do you worry about your fuel bills?

If our customers answer yes to either or both questions they are offered a referral to Home Energy Scotland for further support. Home Energy Scotland will then contact the referred customer and can assist with a number of services. The services provided are shown below:-

SUPPORT DELIVERED BY HES

Energy Advice

- Energy efficiency
- Water efficiency
- Sustainable transport
- Micro generation & renewable energy

Income Maximisation

- Benefits checks
- Tariff & payment support

Home Visits

- Practical advice
- Heating controls
- Signposting to other support agencies

Energy Efficiency

- Referral to national schemes
- Referral to local schemes

Specialist Support

- Local Authorities & Housing Associations Businesses
- Private sector landlords
- Third sector

EXTRA £10,400 EACH YEAR FOR ANDREW

THE SCHEME IN ACTION

BENEFITS

Since January 2016, 22 customers have been successfully referred to Home Energy Scotland for further advice and services. Arrangements now in place for HES to share outputs at the conclusion of referral.

Andrew is 67 years old and was referred to Home Energy Scotland. HES arranged for a benefits/tax credit check to be carried out by DWP (Department of Work & Pensions). Home Energy Scotland visited Andrew in his home twice to offer support and advice. They established that Andrew also had additional care needs due to a long term health condition.

HES have successfully made claims and secured benefits on Andrews behalf. Andrew now receives Attendance Allowance and Pension Credits as well as Housing Benefits and a Council Tax Reduction.

Andrews total weekly income has increased from £102 to £302, a weekly increase of £200 and offers the ability for Andrew to secure support for his long term health condition.

Partnerships Working in Our Most Vulnerable Communities

JAB AND JABBER

Working with the NHS to seek out hard to reach vulnerable customers & target health professionals

Jab and Jabber identifies hard to reach vulnerable customers who may not otherwise join a community group or make themselves known to us. This is a way of targeting large numbers of vulnerable customers as well as front line health professionals and making them aware of the Natter services and who we are.

We have engaged with St Michaels Medical Centre in Dumfries to set up an event in October this year between 11th and 14th we are calling Jab and Jabber. Two Doctors Surgeries have agreed to partner with us. We will host this event and be joined by our Natter Partners to target customers attending for flu jabs.

BENEFITS

Cost Benefit Analysis Assumed benefits based on 5% of customers referring

£1.78 benefit delivered for every **£1** spent we are spending **£10998** and delivering an estimated benefit of **£19608**

Benefits calculated are direct financial benefits and do not include wider "softer benefits"



HOW IT WORKS

3800 customers are expected to attend over the 4 days to receive a flu jab and will be invited to stay for tea and cakes afterwards. We know flu jab appointments are a time when people get together and sometimes haven't seen each other for a long time. Our aim is to make this a community event whilst raising awareness of who we are, what we do and the services we can provide through our Natter partners.

Our Natter partners will be at the session over the 4 days with the aim of introducing people to their services and also register customers on our Priority Services Register.

The flu jab surgeries are a good way of finding vulnerable and hard to reach customers as free flu jabs are offered to all customers who are:

- over the age of 65
- patients with certain medical conditions,
- patients very overweight
- pregnant women
- those living in residential care
- carers for elderly or disabled patients
- front line health or social work professionals.

This will help us reach customers who may not otherwise join a

group themselves and also target health professionals so they can onward refer people to our services. Customers will benefit from joining our PSR and gaining additional support and be able to access our Natter wider services. In addition this will provide a way of connecting with neighbours and the wider community for those who are isolated or lonely.

SETTING THE STANDARDS FOR OUR PEOPLE

Staff who use their initiative and know the standards expected of them

We believe in setting clear standards for our people and work hard to ensure consistency across the organisation. From bespoke inclusive training to quality checking ongoing business processes, we ensure that our staff are empowered to use their initiative and deliver the best service for all customers.

QUALITY

We set clear standards for interactions with our customers and supporting processes and we measure our staff against strict quality criteria. Our contact teams, back office teams and field teams are quality assessed and scored against a quality framework and information such as safety and vulnerability checks attract a zero tolerance.

Our teams were engaged to help us build this process and they understand that the health, safety and support of vulnerable customers is their priority. This links into the performance management framework for all staff across SP Energy Networks. Whilst there are things we insist on in this framework, we also encourage staff at all levels to really listen to what their customers are saying, to own their customer and cut through problems and barriers to resolve issues first time.

TRAINING

Inclusive training shaped by experts and embedded within the business

We have worked with a number of partners to develop our staff training and have rolled this out across our teams. In 2015, the British Red Cross and National Energy Action helped us develop training to recognise all signs of vulnerability. 15 Customer Services Managers were trained by National Energy Action (NEA) on "Identifying Vulnerability" and rolled this out to their teams. More recently we have worked with Alzheimer's Scotland, Mind, Age Scotland & Dolby Vivisol to further shape our material.

All staff have been trained on vulnerability and what is expected from them for each category on our Priority Services Register. We have a further program of staff training planned for the remainder of 2016 to continuously improve the understanding of vulnerability and the standards and actions expected across our teams, both office and field.

In addition to this we have embarked on a new training programme with the Institute of Customer Service (ICS), aimed at delivering a qualification for our staff. The scheme is designed for different levels of role within our organisation.

- Operations Manager
- Team Leader
- Front Line Agent and Field Operative

The first training courses and qualifications have been completed in March 2016 by our Customer Services staff and the programme is being further rolled out in 2016 to both Customer Service and Field Staff. This training will include a bespoke module on vulnerability shaped by external experts.



WHATS NEXT IN 2016?



MORE

Further expand & replicate vulnerable initiatives to maximise the volume of customers we reach
Programme of campaigns to promote Home Energy Services Referrals to replicate



NEW

GPs In the Deep End - Engagement with 100 GPs in 100 Most deprived areas
Move into our North Wales area to establish local network supporting most vulnerable



PEOPLE

2016 Staff Training & Qualification Planned for Field and CS Staff
Bespoke vulnerable module to be included in ICS Training & Qualification



SHARE











Expand Informed Consent
Agree data sharing protocols across Industry Groups













TECHNOLOGY

Roll out of new mobile technology in May 2016 to improve communication and ensure we have up to the minute information available to our vulnerable customers

Every initiative is carefully considered to ensure it fits with our strategy, benefits our customers and delivers beyond our business as usual activities

-  **449,800** Customers Registered for PSR
61,000 New Customers joined since October
-  Over **770,000** customer phone numbers updated
-  **300,000** pharmacy bags issued to **600** Pharmacies
-  **7,500** homes directly mailed in most vulnerable postcodes
-  **5000** Newsletters Distributed promoting our Natter Partnerships
-  **11** District Launches held promoting our activities for vulnerable customers with local stakeholders
-  **106,000** Welcome Letters Sent
-  Over **600,000** calls taken - Vulnerability confirmed on every call.
-  **29** GP Surgeries displaying digital awareness
-  **55,000** Supplier data flows checked - quality improvement review

-  **£70k** support in place with British Red Cross. BRC Placed on standby **21** times this year
-  Sponsored Age Scotland Conference – **350** delegates representing agencies supporting elderly customers
-  **55,000** PSR records cleansed
-  PSR awareness increased by **15%**
-  **1.7m** car park tickets printed in English & Welsh
-  **10,000** PSR Leaflets distributed
-  Over **£10k** spent on hot meals for vulnerable customers
-  **ALL** field and CS staff trained on vulnerability
-  **15** managers completed vulnerability training with NEA
-  **7** managers & **6** agents completed ICS training & qualifications

-  Network Natter **£1.77** for every **£1** spent **10** Partners, **100** customers through events, **800** customers planned
-  winter warmth **£9.86** for every **£1** spent **311** customers, **24** tonnes of wood delivered, **12,600** hours of unpaid work supplied
-  Fire & Rescue Winter Warmer **4** Joint Events held with D&G Fire & Rescue
-  Since January 2016, **22** customers successfully referred to Home Energy Scotland
-  Job & Jabber **£1.78** for every **£1** spent **2** GP Surgeries **3800** Patients **10** Partners involved
-  **£29,835** donated to charities for disadvantaged children STV Appeal & Cash for Kids
-  PSR promoted through Twitter & Facebook **5000+** Twitter Followers **1300+** Likes on Facebook

3 Joint Advertising Campaigns completed with other DNOs promoting "Who to Call" and PSR

- 1.** Able Magazine - 125,000 readers - ALL DNO's
- 2.** Advantage Magazine - 250,000 readers - SPEN and SSEPD
- 3.** Telephone Directories - 100,000 readers - SPEN & ENW



SP ENERGY NETWORKS

SP Energy Networks

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