Appendix 1

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Appendix 2

Stakeholder engagement

We would like to thank the following stakeholders for their valuable contributions to the project.

Organisation
Affinity Water
Age UK
Albion Water
Anglian Water
Bournemouth Water
Bristol University
Bristol Water
Cabinet Office
Centre for Sustainable Energy
Certas Energy
Cholderton and District Water Company
Citizens Advice Scotland
Citizens Advice UK
Citizens UK
Competition Markets Authority
Consumer Council for Water
Cornwall Insights
Dee Valley Water
Department for Business, Energy and Industrial Strategy
Department for Culture, Media and Sport
Department for Environment, Food, Rural Affairs
E.ON Energy
EDF Energy
Electralink
Energy Networks Association
Energy UK

The Essential Services Access Network
Experian
Financial Conduct Authority
First Utility
Gemserv
Independent Water Networks
Information Commissioners Office
International Citizen Service
Kings Fund
Money Advice Service
Money Advice Trust
Money and Mental Health
Northern Gas Networks
Northern Ireland Regulator
Northumbrian water
Npower
Ofcom
Open Data Institute
Open Rights Group
Ovo Energy
Peel Water
Portsmouth Water
Scope
Severn Trent
Severn Trent Services
Sharon Darcy (UKRN Expert Panel)
South East Water
South Staffordshire Water
South West Water
Southern Water
SP Energy Networks
SSE
SSE water
SSEN

StepChange
Sustainability First
Sutton and East Surrey Water
Thames Water
Transport for London
United Utilities
Veolia Water Projects
Vulnerability Registration Service
Water Commission
Water UK
Welsh Water
Wessex Water
Western Power Distribution
Which?
WICS
Yorkshire Water

Appendix 3

Case studies

<table>
<tr>
<td colspan="3">Understanding customer demographics

Companies can use their own, or other publically available data sets, to understand customer demographics, helping to identify geographical areas where there is a high density of vulnerability, target additional support accordingly or inform emergency planning during an incident.</td>
</tr>
<tr>
<th>Organisation(s)</th>
<th>Name</th>
<th>Detail</th>
</tr>
<tr>
<td>Scottish & Southern Electricity Network (SSEN),
Wessex Water,
Portsmouth Water,
Thames Water,
South East Water,
Southern Water,
Scottish Water,
Wales & West Utilities,
Scotia Gas Networks</td>
<td>-</td>
<td>The working group was established in order to identify better ways of working together to support their vulnerable customers from a non-financial support viewpoint in their overlapping geographical licence areas. The working group consists of SSEN, Wessex Water, Portsmouth Water, Thames Water, South East Water, Southern Water, Scottish Water, Wales & West Utilities and Scotia Gas Networks.

In the absence of a common data privacy framework at industry level, the group has been working together to try to achieve bilateral data privacy frameworks, joint signposting on websites and joint messaging at events.</td>
</tr>
<tr>
<td>Western Power Distribution (WPD)</td>
<td>Customer data cleansing</td>
<td>WPD have contacted 691,499 PSR customers and updated 50.3% of their PSR records through their data cleanse in 2016/17. WPD have dedicated call handlers proactively calling customers to update their records and offer resilience advice. This enables them to obtain accurate details so that they can proactively contact customers during power cuts, provide targeted information and welfare support and offer onward referral to relevant additional services such as fuel poverty advice schemes that WPD have established for this purpose. WPD survey customers after these services and in 2016/17 achieved average satisfaction of 9.13 out of 10.

This initiative was joint Winner of the Silver Energy for All Award 2017 (Category Identifying vulnerability) as part of Sustainability First's Project Inspire. The awards were judged by an independent panel of consumer experts from Citizens Advice, Mencap, National Energy Action, Scope and National Right to Fuel Campaign and in front of an audience of companies, consumer groups, and regulators in</td>
</tr>
</table>

		April 2017.
Western Power Distribution (WPD)	Who's on our Wires Horizon Scan	Western Power Distribution (WPD) collaborated with the Centre for Sustainable Energy on its social indication mapping. This involved data analysis and mapping of customer vulnerability across their distribution network region. A range of different datasets were used and were sourced from Census, ONS and government departments. The analysis, maps and data forms a better understanding of the nature, scale and distribution of vulnerability across WPD's network. WPD uses the data in four key ways, to identify gaps in PSR coverage, fuel poor hotspots, substations in high vulnerability areas and communities in need of resilience support. By being able to better identify areas with the highest concentration of consumer vulnerability, WPD can play an essential role in supporting customers during power cuts and effectively target outreach projects to areas of greatest need, ensure they address the most prevalent issues and work with the most appropriate partner agencies. The range of outreach schemes established in 2016/17 supported 11,776 fuel poor customers, who saved over £3 million a year on their fuel bills as a result. WPD has made its methodology and analysis publically available to help other organisations in its region to better target its support. This approach was awarded the Sustainability First 'Energy for All' Gold Award 2017 (Category: identifying vulnerability) as part of Sustainability First's Project Inspire. The awards were judged by an independent panel of consumer experts from Citizens Advice, Mencap, National Energy Action, Scope and National Right to Fuel Campaign and in front of an audience of companies, consumer groups, and regulators in April 2017.

Data matching

Companies can provide another organisation, for example a Government department, with the data they hold on customers. The third party can cross-reference this with their own data sets to verify and better identify customers who may be eligible for additional support.

Organisation(s)	Name	Detail
Certas Energy	Cold Weather Priority initiative	Certas Energy has been working in conjunction with the oil and liquefied petroleum gas (LPG) sector to create the Cold Weather Priority Initiative (CWP), aimed at reducing winter deaths amongst off-grid customers. CWP supports customers who are aged 75 and above, and those who are chronically sick and/or disabled, by ensuring that fuel deliveries to their homes are prioritised especially in times of fuel shortage or extreme cold weather. Certas submit their customer data (addresses, postcodes, and account numbers) to Experian who compare it with their own data to verify eligibility to the scheme. Details for CWP eligible customers are extracted and returned to Certas who update their records accordingly. Those customers are then ask if they would like to join the scheme during their next contact with Certas. They launched the initiative in August 2017 to unanimously positive customer feedback, with an 80% response rate to an initial CWP letter sent to those eligible for the scheme. There are already around 5,000 CWP customers live on the system. The rest of the sector will implement CWP from October 2017.
Wessex Water, Western Power Distribution (WPD), Wellington medical centre, Centre for Sustainable Energy (CSE), Taunton Deane Borough Council	Wellington Healthy Homes	As part of a joint initiative called Wellington Healthy Homes, Wessex Water and Western Power Distribution (WPD) have been working with Wellington medical centre, the Centre for Sustainable Energy (CSE) and Taunton Deane Borough Council. The project primary objective was to test the ability to reach and support vulnerable households suffering the health impacts of a cold home. Customers were selected by matching health data from the medical practice and household energy performance data from CSE. Wessex Water also promoted the scheme to its existing PSR customers in that local area. Each customer was offered a range of holistic advice and support by either telephone or face-to-face engagement (in the home or via community events). The advice and support included energy crisis packs, energy saving advice, water saving advice and gadgets, benefits advice along with information and easy sign up to Priority Services and affordability schemes such as low rate tariffs and debt repayment schemes.

		93 households were reached with holistic support. 64 received in-depth advice and with 38 house receiving income maximisation benefits and 27 received tariff advice with an estimated average saving of £307 per household. Around 50% of the total households signed up to the PSR and a number received water saving devices. This initiative has allowed both Wessex Water and WPD to target information to key individuals without the need to go through the requirements of data sharing amongst different organisations.
Southern Water, The Consumer Council for Water (CCW), Sussex University, Brighton and Hove City Council	-	Southern Water are working with Brighton and Hove City Council, the Consumer Council for Water (CCW) and Sussex University to gain a deeper insight into their customer base. Southern Water, following gained permission, share the details of high consumption households with Brighton and Hove City Council, who cross-reference this data against their own social housing occupancy database, contact the customer and offer sign-up for additional vulnerability support from Southern Water. CCW are financially supporting this initiative and will disseminate the results. Sussex University are providing an independent overview to ensure that the results have external scrutiny.

Signposting

Using the various channels of customer engagement, an energy company can raise a customer's awareness of additional support services available to them from their water company, and vice versa. The onus is then on the customer to contact the other company to access their support services.

Organisation(s)	Name	Detail
Energy Networks Association, Energy UK, Water UK	-	In 2016 Water UK, the Energy Networks Association and Energy UK announced a joint initiative by their members to signpost vulnerability support services across the water and energy sectors. Companies have used their websites, call centre scripts and other channels to roll out this signposting.
Western Power Distribution (WPD), Bristol Water, Wessex Water, South West Water, Welsh Water	Two-way online signposting	Western Power Distribution (WPD), Bristol Water, Wessex Water, South West Water and Welsh Water participate in two-way Priority Service Register (PSR) signposting on their websites. Covering customers in the same region, the four water companies have information and a link to WPD's PSR services, enabling customers to join the WPD's register online. WPD have information and a link to all four water companies, in additional to Anglian Water, on its website. WPD regularly review the number of PSR sign-ups and they are now getting on average 3 or 4 online referrals every month from the water industry.

Referrals

Companies can use a referral scheme to flag a customer to another organisation who offer similar support services. Going further than signposting, a referral involves providing high level information about the customer to the recipient company that can go on to proactively contact the customer to understand their needs and be registered for the relevant support.

Organisation(s)	Name	Detail
Thames Water and UK Power Network (UKPN)	Co-branded Priority Service Register (PSR) registration form	UKPN and Thames Water have worked together to develop a co-branded PSR registration form, which is being rolled out as part of a two-month pilot in the Enfield area. The forms are placed in community locations such as libraries and GP surgeries and have been integrated as part of UKPN's engineer home visits and Thames' Smarter Home Visits. During these visits, customers are offered the form, which will enable them to sign up for additional water and energy support services. To opt in, customers return their form by freepost to UKPN, who share their details electronically with Thames through a secure portal. The pilot is already generating new PSR customers, with 126 returned forms since launching in mid-June, helping Thames and UKPN expand their capabilities for more customers.
Wessex Water and Scottish and Southern Electricity Network (SSEN)	PSR registration pilot in Dorset	Wessex Water and Southern Electricity Networks (SSEN) are developing a referral pilot within the Dorset area. A leaflet has been agreed by both parties that will be given to customers by Wessex Water's external liaison officers while they are conducting home visits. The leaflet provides basic information about Wessex Water's Priority Services scheme and asks the customer to provide their name, address and contact details if they would like to be contacted to register. The leaflet also makes the customer aware of the electricity distributors Priority Services scheme and asks the customer if they would like Wessex Water to pass their contact details to SSEN who will then contact the customer directly.

Multi sign-up tools

A multi sign-up tool provides a single platform that enables customers' vulnerability needs to be registered and shared with multiple service providers via a single interaction. This can be undertaken by the customer themselves, or through a trusted third party.

Organisation(s)	Name	Detail
Citizens Advice	Priority Service Online Sign-up Tool	Citizens Advice is intending to develop a Priority Service Register (PSR) online sign up tool hosted on their website. The aim is for consumers to be able to sign up to the tool once, either by themselves or with the help of a local advisor, in order for them to register on their network company's PSR. Through the tool, they'd record their name, address, contact details and their vulnerability (which is shared in the form of vulnerability codes). The consumer would then give their consent to Citizens Advice to forward this information to their relevant network company, once shared Citizens Advice would then delete the data. The idea is for the network company to use the data flows (launched in June 2017) to provide the customers energy supplier with their PSR information. The future ambition of this initiative is to open the tool to include water companies.
SSE	Careline	SSE offers both energy supply and telecoms services. The company enables staff operating in different arms of the business to record vulnerability information with the agreement of the customer, which can then be seen and utilised by each business arm. This approach increases vulnerability identification and improves efficiency for both the consumer and the company.
Vulnerability Registration Service	Vulnerability Registration Service	The Vulnerability Registration Service is a platform that allow customers to record their personal circumstances to protect themselves against debt or financial related problems. The tool enables customers to self-exclude themselves from credit and financial promotions or ask for their applications to be handled in light of their specific circumstances.

Customers can either self-register or give their consent to a trusted third party to register on their behalf. The tool is intended to prevent customers having the same, often stressful conversation with multiple organisations as it provides those who use the service with a single reference point for a customer's circumstance.

Once circumstances have been recorded, the customer will receive communications reminding them that they are on the service after three months, taking into account the transient nature of vulnerability and prompting them to update their records if needed.

VRS was launched in March 2017 and they have already started exploring closed user groups with energy and water companies to allow users to share information about registered consumers' requiring |

		non-financial support services (e.g. PSR information).

Data sharing

Companies share detailed vulnerability data with one another. This can be one-way, for example, when an energy (or water) company shares vulnerability data with a water (or energy) company, but does not receive any information back. Alternatively, this can be two way, where information shared is reciprocated by sharing data in response. Having received detailed information, companies are in a position to identify and offer the support straight away.

Organisation(s)	Name	Detail
Wales and West Utilities (WWU)	Priority Service Register (PSR) Engineer Application	Wales & West Utilities (WWU) has developed a PSR app which their engineers use to collect vulnerability information about a consumer on a site visit. WWU have started to share the customer information they gather through the app with Welsh Water, so customers can be added to both companies' PSR's. WWU intend to contact the other water companies that overlap with its network area to put the same arrangements in place.
Electralink	Data Transfer Service	The Data Transfer Service transfers Priority Service data via the 'needs codes' within the energy sector by all electricity and gas suppliers, and electricity agents and networks. This service operates in a virtual private cloud environment providing a secure network, alongside the capability for data volume scalability at very low incremental cost. The service, operated by Electralink, enables the efficient sharing of data between market participants. The system has a fully automated 512-bit file level encryption and ISO27001 certified data centres, in its lifetime there have been no security incidents reported.
Experian and Electralink	Theft Risk Assessment Service	The Theft Risk Assessment Service (TRAS) is a data analytics service, using an agreed data set provided by energy suppliers augmented with third party data from the credit reference agency Experian. TRAS identifies potential outliers that suppliers may choose to investigate for gas and electricity theft. TRAS data adheres to all Experian Global Policies which are ISO/IEC 2700 certified and was subject to a rigorous audit before the contract was awarded.
Safeguarding Consumers Working Group	Safeguarding Consumers Working Group	The Safeguarding Customers Working Group is an industry-led group focussed on safeguarding issues for domestic energy consumers. Part of its work programme has been to develop a set of safeguarding 'needs codes' to recognise when customers may be in vulnerable situations, which all energy companies are transitioning into using so that each company can easily recognise and access incoming data when it is shared. To support this, the working group has worked with many charities, experts and associations to ensure that actions resulting from PSR data being kept and shared between gas and electricity, are meaningful and respectful as well as following all relevant privacy laws and data protection guidance to safeguard people's data too.
Master Registration Agreement Service	Electricity Central Online Enquiry Service	The Electricity Central Online Enquiry Service (ECOES) database provides a means for energy companies to cross-reference information in support of the electricity registration processes and

Company and Gemserv	(ECOES)	assists in customer transfer. ECOES is managed by Gemserv (on behalf of MRASCo), who also oversee any modifications and requests for access to the database. There is potential for the database to be modified to enable companies to share "needs based" data, flagging the services certain households need. This data would only be able to be accessed on a need to know basis with secure level access. ECOES data centres and managed services are ISO27001:2013 certified, an information security standard published by the International Organisation for Standardization (ISO). It specifies the requirements for establishing, implementing, maintaining and continually improving an information security management system within the context of an organization. It also includes requirements for the assessment and treatment of information security risks tailored to the needs of an organisation. The requirements are intended to be applicable to all organisations. Organisations that meet the standard are certified compliant by an independent and accredited certification body on successful completion of a formal compliance audit.
Northern Ireland's Utility Regulator	-	Northern Ireland's Utility Regulator recently consulted on requiring the NI water company and electricity network operator to share non-financial vulnerability data. This was in response to feedback the regulator received that levels of awareness and take up were low for such a priority service and was a priority issue. If implemented, it will use the "tell us once" principle to allow customers eligible to register for NI electricity networks care register to also be included on the NI water care register at the point of registration.
Steering committee on reciprocity (SCOR)	-	SCOR is a cross industry forum made up of representatives from credit industry trade associations, credit industry bodies and credit reference agencies, and also includes Energy UK and Water UK. It is responsible for the administration and development of the data sharing rules known as the Principles of Reciprocity. These principles are a set of guidelines governing the sharing of personal credit performance and related data via the closed user groups of the credit reference agencies. The intention is to ensure that all companies, which use and/or subscribe and shared data abide by the Principles of Reciprocity, on the basis that "subscribers receive the same credit performance level data that they contribute, and should contribute all such data available".