

# Leading with purpose

Delivering a fairer, more  
accessible energy future





# Foreword

**Matthew White**  
Head of Customer Service  
and Innovation



The ongoing cost of living crisis continues to push customers to make difficult trade-offs between warming their homes and other essentials. In parallel, the transition to a low carbon future is introducing new and emerging vulnerabilities which need different kinds of support services. In our RIIO-ED2 business plan, we set ambitious goals to support vulnerable customers. By 2028, we plan to support 500,000 fuel-poor households and provide information and help to another 500,000, ensuring no one is left behind in an evolving energy system.

We also plan to expand our Priority Services Register (PSR) to 3 million customers, while maintaining industry-leading customer service by 2028. I am pleased to say, over the second year of RIIO-ED2, our teams have made significant progress toward delivering against these commitments.

In 2023/24, we delivered over half of all fuel poverty services delivered by DNOs across GB. This year we have gone even further by supporting an additional 103,168 customers in fuel poverty, helping save an average of £143.40 per customer. We have also supported 154,186 customers in the transition to Net Zero, a more than 50% increase compared to last year. This results in the realisation of £8.25m in social benefits for our customers. Finally, we have exceeded our PSR reach target, registering 93.5% of eligible households across our regions who are now getting access to the support services that they need. We are proud of the difference we have made this year, and our partnerships are fundamental to what we have achieved. Through continuous collaboration with community organisations, we have listened, learned, and adapted our services, extending our support to more customers than ever before. I would like to thank all our partners and those we have collaborated with over the last two years: without you, we would not have made such a difference to those in need of extra assistance.

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# Introduction

## Our report at a glance

Our Annual Vulnerability Report showcases the impact of the support we provide to customers facing challenging circumstances, including those who are more at-risk during a power outage, customers struggling to pay their energy bills and anyone at risk of being left behind as Britain transitions to Net Zero.

In the second year of RII0-ED2, the current price control period set by Ofgem, we have continued our data and insights driven approach to achieve our ambitious targets and make a meaningful difference to the lives of thousands of vulnerable customers. This report highlights our continuous engagement with trusted organisations and vulnerability experts, as well as how we assess our own performance and the performance of our partners to learn and adapt our programme. Applying the insights gained, we continue to enhance services to meet the evolving needs of customers, reach more customers with higher quality assistance, and deliver against our targets.

	Targets for 2024/25	2024/25 Performance
<b>Fuel poverty</b> 	<b>100,000</b> customers in or at risk of fuel poverty supported	<b>103,168</b> customers supported in or at risk of fuel poverty  <b>Target exceeded</b>
<b>Leaving no one behind</b> 	<b>100,000</b> customers at risk of being left behind in the transition to Net Zero supported	<b>154,186</b> customers supported at risk of being left behind in the transition to Net Zero  <b>Target exceeded</b>
<b>PSR customers</b> 	<b>93%</b> PSR customer satisfaction	<b>93.4%</b> PSR customer satisfaction  <b>Target exceeded</b>
	<b>2.98m</b> (90%) eligible households registered	<b>3.1m</b> (93.5%) eligible households registered  <b>Target exceeded</b>

## Our role in supporting customers

Vulnerable customers face significant challenges when it comes to their energy, from affordability to reliance on energy due to medical conditions. These complex challenges are driven by interactions between multiple factors, including personal circumstances, the broader social and economic landscape, and a lack of understanding of the energy system. Consequently, such customers often live in colder homes, affecting physical and mental health, and potentially leading to other challenges such as housing instability if they fall behind on rent or mortgage payments. These customers may also face barriers to participating in the energy transition, which leads to further exclusion and prevents them from benefiting from new technologies and lower energy bills.

Our role as a respected and trusted corporate citizen includes ensuring all our customers have access to a safe and reliable electricity supply and delivering extra support to those who need it. For example, we may provide a temporary energy supply in the event of a power cut, fuel vouchers, and extra advice, to help customers better manage their energy bills, or offer support to adopt energy efficiency measures.

The multidimensional nature of vulnerability means that customers' needs go far beyond what we can address as a Distribution Network Operator (DNO) alone. We also have a key role in supporting partners to deliver the vital help customers need on our behalf. We are committed to fostering the right culture and community among our partners by upskilling charity organisations and facilitating opportunities for them to learn from experts and each other, ensuring vulnerable customers across GB receive the support they need.







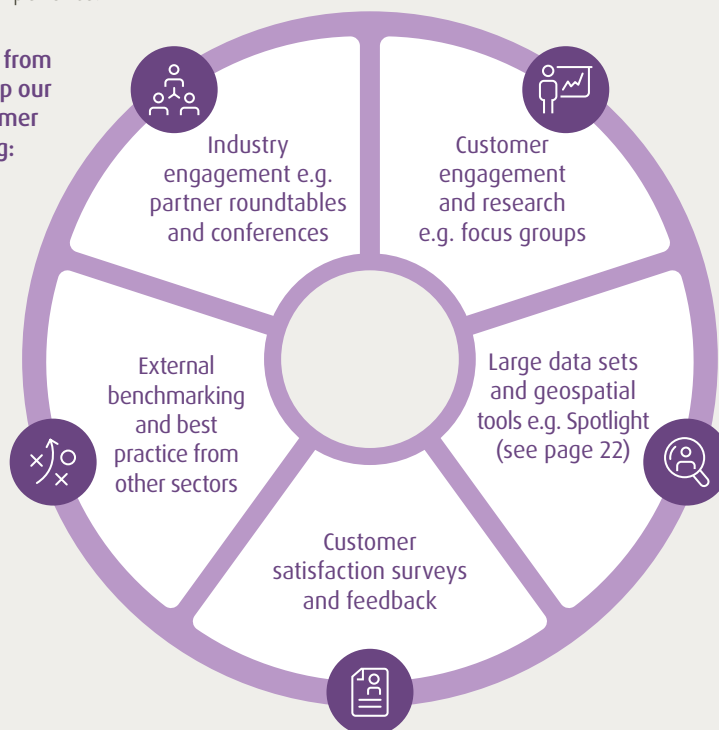
## Understanding our customers' needs

Understanding the needs of our customers is crucial to providing tailored, targeted and impactful support. Vulnerability across our regions is continuously evolving, and staying on top of how this is impacting our customers' needs and expectations informs our decisions when designing our programme of support.

Since publishing our RIIO-ED2 strategy, the economic, social, and political landscape affecting consumer vulnerability has continued to evolve. Last year we worked with the Centre of Sustainable Energy to gain an up to date view of PSR eligibility across our area, identifying 3.3m households eligible for the PSR. To reflect this, we will also refresh our understanding of fuel poverty and customers at risk of being left behind in the transition to Net Zero over the next year. This will inform our updated strategy to be published later in 2025.

Understanding how many customers are eligible for support, what type of support they need and where they are, guides us to scale our services to meet demand. It also shapes our services to ensure we provide customers with accessible help via their preferred channels, giving them the best possible customer experience.

We triangulate insights from multiple sources to keep our understanding of customer needs current, including:



### Examples of customer insights that shaped our actions this year:

Insights into our customers' needs	Action we have taken as a result
Online support options are crucial for customers who prefer self-service, such as those with social anxiety and those with limited access due to work hours.	Delivered general advice to 5,650 customers via our online support offering, the Green Home Support Service and further developed the platform to better meet customer expectations. <a href="#">SEE PAGE 20</a>
Reducing impact on the climate often isn't a priority for vulnerable customers if they are dealing with pressing issues or are in crisis mode.	Integrated Net Zero support into broader discussions on energy efficiency and cost-saving. <a href="#">SEE PAGE 18</a>
Customers feel the PSR is hidden and their awareness of the support available to them is low.	Ran joint awareness campaigns with trusted organisations, engaging 13,740 customers eligible for the PSR, and updated our PSR registration form to make it easier for customers to access information and sign up. <a href="#">SEE PAGE 23</a>
More customers are struggling to afford essentials, with rising demand for support year-round, instead of a winter peak.	Collaborated with Warm Welcome Space to develop a year-round programme of support with warm hubs in areas of high fuel poverty. <a href="#">SEE PAGE 28</a>





# Our Vulnerability Strategy

Our consumer vulnerability programme aims to ensure that vulnerable customers receive the support they need across three key pillars: Tackling fuel poverty; Leaving no one behind; and Registering and supporting PSR customers. Our strategy to deliver this support is underpinned by insight led decision making and partnerships with those who have established relationships with the community.

## Our strategy



### Tackling fuel poverty

Build truly collaborative partnerships with trusted organisations embedded in the communities we serve to:

- Prevent customers falling into fuel poverty
- Help customers get out of fuel poverty
- Provide longer term support to keep customers out of fuel poverty for good



### Leaving no one behind

Identify and address the specific needs and challenges of customers who are at risk of being left behind in the transition to Net Zero through:

- Understanding barriers
- Developing products and services
- Scaling up support



### Registering and supporting PSR customers

Expand the scope and reach of the PSR while maintaining industry-leading customer satisfaction from those registered to the service through focusing on:

- Data-led innovation
- Expanded collaboration
- Enhancing accessibility and support

## Our 2024/25 targets

# 100,000

customers supported in or at risk of fuel poverty

# 100,000

customers supported at risk of being left behind in the transition to Net Zero supported

# 2.98m

(90%) eligible households registered

# 93%

PSR customer satisfaction

## Our RII0-ED2 targets

# 500,000

Provide targeted support to 500,000 fuel poor customers

# 500,000

Provide information and help to 500,000 vulnerable customers at risk of being left behind in the energy transition

# 3m

Expand our PSR reach to 3 million households

# #1

#1 DNO as measured by PSR customer satisfaction

## Enhancements to our 2024/25 strategy

- We have updated our PSR focus areas to include 'enhancing accessibility and support'. This reflects our consumer vulnerability team's commitment to making the PSR more accessible to help reach and register more customers, and enhance the support those on the PSR receive.
- We have changed the way we deliver support across our strategy, moving away from targeting customer groups or partnerships under each individual pillar and instead ensuring customers receive the most appropriate blend of support relevant to their circumstances, which could span all three pillars.

**We regularly review our strategy to ensure it is kept up to date and will publish a refreshed strategy in 2025.**



## Maximising impact through partnerships and collaboration

Our programme is built on a strong foundation of collaborative partnerships. Delivering services via partnerships with known and trusted organisations in the community gives customers confidence in the support offered and helps us reach them more easily. Our teams are dedicated to building collaborative relationships working with partners long term, to help share best practice across organisations and tackle shared challenges.

### Creating a culture of collaboration to deliver greater impact

We reflected on the first year of RII0-ED2 with our partners, they told us they wanted even more opportunities to share experiences and discuss common challenges. To foster a truly collaborative culture with our partners, our Consumer Vulnerability team have hosted various in-person and online events, bringing our own customer service experts, wider industry experts and Ofgem together with our partners to share best practice and identify opportunities for further collaboration to overcome challenges, including:



Insights from partnership engagement have guided further enhancements to our programme this year. We have also upskilled partners in customer service, including how to manage customer expectations, and provided opportunities to highlight the voice of the customer. This has enabled partners to raise awareness of real-life challenges and experiences with Ofgem and our wider business to inform our programme and ways of working.



**Our partnership with UK Power Networks has been a key part of our organisational development and has allowed us to work with more delivery partners than ever before. We see the team as our partners, who believe in genuine collaboration and working together to support as many people as possible. We know that our joint impact will be felt not just today but for years to come and we're excited to see how the partnership can continue to develop."**

**Luca Badioli**  
Chief Executive Officer,  
Arun & Chichester Citizens Advice





## Maximising impact through partnerships and collaboration continued

### Enhancing our partnership model

#### What we learnt

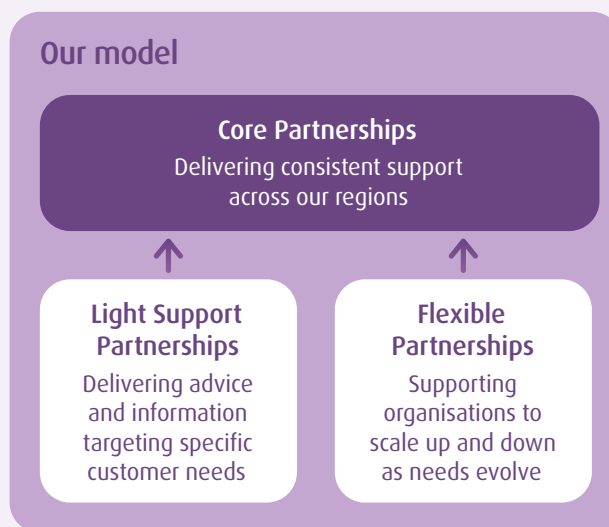
Funding cuts are a significant challenge for charities and local authorities. Our partners expressed the need for longer-term certainty about available funding to deliver better services to customers.

#### What we did

We have developed a new partnership model, building four core partnerships to deliver support over a number of years, moving away from annual contracts with over 14 different partners. Better long-term funding visibility helps our core partners plan effectively, build fully resourced teams, and manage multiple funding streams, reducing staff turnover. This provides more continuity for our core partners enabling them to invest more time and resource into the support they offer. Working with fewer partners also enables our teams to support partners more closely to ensure each one is delivering the best possible experience for our customers. We selected core partners who could deliver consistent support across our whole area to meet our ambitious targets in the most cost-efficient way.

Our core partnerships are complemented by light support and flexible partnerships. Light touch partnerships deliver tailored information and advice to meet specific customer needs. For example, working with Independent Age, we have delivered fuel poverty advice to elderly customers who are at higher risk of fuel poverty due to factors such as the increase in the cost of living. Flexible partnerships deliver scalable, targeted support to meet evolving customer need, for example our work with Warm Welcome hubs. For more information on this, see page 28.

#### Our model



Bringing core partners together through our new partnership model also reduces the element of competition enabling partners to coordinate efforts, such as recruiting and training energy champions. One of our more experienced partners, Citizens Advice Arun and Chichester, has also openly shared best practice to help other partners learn from their experience.

### Monitoring performance and driving service improvements

Measuring performance indicators and getting feedback from customers is crucial to making sure we reach our customers with high quality services that meet their expectations and make a real difference to their lives.

Performance indicators we monitor	How we track it
Number of customers supported	Monthly reports from partners
Customer satisfaction with the support they receive	Customer Satisfaction Surveys and CSAT scores
The impact of support delivered	Net Present Value analysis

While customers can access support via a range of channels to meet their preferences, official feedback on the service they receive is only collected via phone calls, in line with regulatory requirements. This method is not accessible for everyone. Recognising the value of customer feedback, we have adopted alternative methods such as text messaging over the past year to gather insights in addition to the official channels. In the coming year, we will conduct further research on best practice to obtain feedback from vulnerable customers. We will share insights with the industry to help ensure that every single vulnerable customer has the option for their voice to be heard and inform our services going forward.





## Maximising impact through partnerships and collaboration continued

### Supporting our partners to drive improvements

#### What we learnt

Partners needed more support to adopt a performance driven culture to improve their services and customers' experience.

#### What we did

Introduced new ways of working to share best practice with partners, upskill their teams and drive service improvements together to ensure our customers get the best possible experience. If customer satisfaction or volumes of support delivered is not on track, we initiate our new supportive measures process. Through this process we collaborate with our partners to implement targeted actions to bring delivery back on track:



Peterborough Environment City Trust (PECT) faced challenges in reaching enough customers to support them as we transition to a greener future, which was impacting their performance. Through the supportive measures process they implemented actions including engaging staff to promote the service more widely. This resulted in more customers were receiving the support they needed.



**The support we've received from our partner, UK Power Networks has been amazing. Through weekly and monthly calls with their team, we've been able to significantly improve our outreach in communities across Cambridgeshire. The distribution of the energy saving items is not only helping reduce energy bills and usage for people, but helping provide a more comfortable environment to live in. This has significantly improved people's lives, reducing fuel poverty whilst creating a more sustainable environment around us."**

**Henry Buttress**

Energy and Communities Project Manager at PECT

### Analysing data in real time to drive faster service improvements

#### What we learnt

Partners wanted to better understand the reasons behind customer satisfaction scores, what services were performing best and why.

#### What we did

We wanted to share more insights with our partners to help them tailor their services to better meet customer needs and expectations. We have enhanced our reporting to give partners access to live data and trends in customer satisfaction, as well as gathering extensive data and feedback through various channels which is then shared with our partners. In addition, our dedicated service improvement team now works with partners in real time to resolve pain points in customer journeys. This work has enabled us to target improvement plans to give customers a better experience.

Over the next year, working with our trusted partners we will capture more data than ever before. This will enable us to uncover even greater insights and identify trends, such as the combinations of services that deliver the best experience and value for customers.

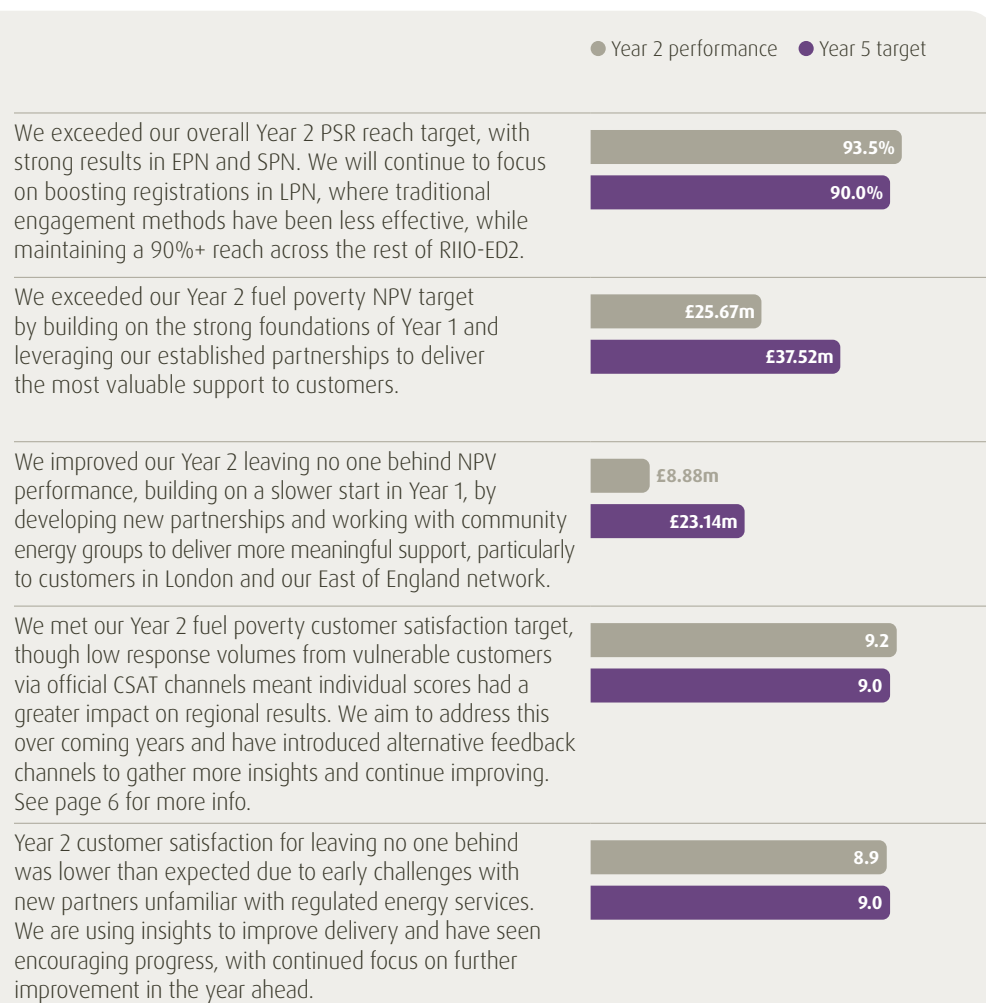




# Our performance and progress

## Consumer Vulnerability Incentives

This table sets out our performance against the metrics set by Ofgem, as specified in the RII0-ED2 Consumer Vulnerability Guidance. We have updated our Year 1 figures in line with DNO rulebook changes and included Year 2 Net Present Value (NPV) cumulative performance against our cumulative targets. This reflects new benefits as well as those realised in Year 2 from Year 1 activities.



Metric	DNO	Year 1 Performance actuals	Year 2 Performance cumulative	Year 2 Target cumulative	Year 5 Target cumulative
PSR Reach	UKPN	77%	93.5%	90%	90%
	EPN	78%	94.97%	90%	90%
	SPN	74%	94.28%	90%	90%
	LPN	79%	89.48%	90%	90%
Social Value of Fuel Poverty services delivered (NPV)	UKPN	£12.33m	£25.67m	£8.97m	£37.52m
	EPN	£3.21m	£6.12m	£3.95m	£16.50m
	SPN	£7.32m	£15.27m	£2.51m	£10.50m
	LPN	£1.80m	£4.28m	£2.51m	£10.50m
Social value of Low Carbon Transition Services Delivered (NPV)	UKPN	£1.81m	£8.88m	£3.93m	£23.14m
	EPN	£0.59m	£2.93m	£1.73m	£10.18m
	SPN	£1.24m	£4.18m	£1.10m	£6.48m
	LPN	-£9k	£1.77m	£1.10m	£6.48m
Average Fuel Poverty Customer Satisfaction Survey score	UKPN	9.2	9.2	9.0	9.0
	EPN	8.9	8.8	9.0	9.0
	SPN	9.3	9.3	9.0	9.0
	LPN	9.1	9.2	9.0	9.0
Average Low Carbon Transition Customer Satisfaction Survey score	UKPN	9.0	8.9	9.0	9.0
	EPN	9.4	8.9	9.0	9.0
	SPN	9.2	9.1	9.0	9.0
	LPN	5.2	8.8	9.0	9.0



## Regularly Reported Evidence

Over 2024/25 we delivered strong performance across our Regularly Reported Evidence metrics, achieving 93.4% PSR customer satisfaction, while significantly expanding the number of customers supported, meaning it is more important than ever to ensure we have the right information to contact and support our customers. Despite this growth, we have maintained high quality service thanks to our dedicated customer service team and efficient use of resources. Our partners also scaled up delivery of tailored, community-based support, helping more customers than ever before access a range of services, from helping household income stretch further to supporting applications for low carbon technology (LCT).

Regularly Reported Evidence	Expectation	Year 1 Performance	Year 2 Performance	Trend
<b>Frequency of PSR Customer data cleanse (reported annually)</b> <a href="#">SEE PAGE 24</a>	Licensee has attempted to contact all PSR Customers to verify their data	100% of registered PSR customers have had contact or contact attempted to verify data in 2023/24	100% of registered PSR customers have had contact or contact attempted to verify data in 2024/25	
<b>CSS score for PSR Customers who have experienced a power cut (reported annually)</b> <a href="#">SEE PAGE 24</a>	9.01 target	<b>Overall:</b> 9.33 EPN: 9.30 LPN: 9.51 SPN: 9.30	<b>Overall:</b> 9.34 EPN: 9.33 LPN: 9.37 SPN: 9.33	
<b>The volume of Fuel Poverty Services Delivered (reported cumulatively)</b> <a href="#">SEE PAGE 13</a>	Licensee forecast volume of Fuel Poverty Services Delivered for RIIO-ED2	<b>Total services delivered:</b> 82,256 EPN: 27,517 LPN: 9,572 SPN: 45,167	<b>Total services delivered:</b> 177,303 EPN: 50,495 LPN: 20,886 SPN: 105,922	
<b>The volume of Low Carbon Transition Services Delivered (reported cumulatively)</b> <a href="#">SEE PAGE 17</a>	Licensee forecast volume of Low Carbon Transition Services Delivered for RIIO-ED2	<b>Total services delivered:</b> 26,802 EPN: 7,512 LPN: 217 SPN: 19,073	<b>Total services delivered:</b> 145,077 EPN: 45,846 LPN: 27,675 SPN: 71,556	



Decrease



No change



Increase





## Progress in Delivering our Vulnerability Strategy Commitments

We set 11 commitments in our ED2 business plan. The below provides an overview of how we are performing against them.

Vulnerability strategy commitment	Description	Expected outcome/benefit	Key milestones for implementing commitment (if relevant)	RAG status	Status update
VS1	We will continue to improve satisfaction of our PSR registered customers over our RIIO-ED1 baseline. We aim to be the #1 DNO Group as measured by PSR customer satisfaction or at least delivering 93% scores on average across our networks in each year of ED2 (vs. 91.5% average achieved in RIIO-ED1) – whichever is higher.	93% customer satisfaction among PSR customers.	<ul style="list-style-type: none"> <li>100% of customer-facing staff and contractors receiving in-depth vulnerability training</li> <li>100% of all UK Power Networks staff provided with awareness training</li> </ul>	●	93.4% customer satisfaction score for 2024/25.
VS2	We will expand the scope and reach of our Priority Services Register, delivering an overall 30% increase in registrations from the end of RIIO-ED1 in those categories that are most impacted by our service by the end of RIIO-ED2. We will target 3m households and 600,000 businesses registered.	3m customers on the PSR by 2028. 300,000 business PSR customers on the register by 2025 and 600,000 by 2028.	–	●	3.09m eligible customers registered on PSR, an increase of 21.3% from 2023/24. We currently have 81,000 businesses registered on our Business PSR. Although we're currently behind our target to register 300,000 businesses by 2025 and 600,000 by the end of RIIO-ED2, we're reviewing all SME data across our licence areas. Early analysis suggests that automatically enrolling businesses with identified vulnerabilities onto our Business PSR will enable us to deliver our targets.
VS3	We will keep our Priority Services Register (PSR) data up to date to maintain the relevance of our service, ensuring that we contact customers to update their PSR data and refresh our understanding of their needs every 18 months. In addition, we will conduct proactive data quality checks on all our PSR records every 12 months throughout RIIO-ED2.	100% of customers with PSR data older than 18 months will be contacted to update their PSR records. 100% of PSR records will be assessed against proactive data quality checks every 12 months.	–	●	Operate an 18-month cycle for customer data, targeting those we have not spoken to in last year's cycle. Operate an annual refresh on data quality framework. Carry out a PSR data completeness review every month.

● At risk ● Behind target ● On track ● Complete



## Progress in Delivering our Vulnerability Strategy Commitments continued

Vulnerability strategy commitment	Description	Expected outcome/benefit	Key milestones for implementing commitment (if relevant)	RAG status	Status update
VS4	Our customers will only need to register for the Priority Services Register once. By 2024 (at the latest) we will develop automated data links with other utility companies so customers will automatically receive enhanced service from us and other organisations providing essential services.	Establish automated data links to share and receive PSR data with all other regional network companies.	–	●	This commitment has been marked as fulfilled.  We have developed data links which mean that our customers now need to only register once, and will automatically be registered with other utility companies.
VS5	We will help all medically dependent PSR customers realise the benefits of having a smart meter by sharing targeted advice every two years throughout RIIO-ED2. For example, we will utilise smart meters to establish new arrangements so that carers are automatically notified when a power cut occurs by 2024.	Reach 100% of all medically dependent PSR customers without a smart meter to share targeted advice on the benefit of smart meters every two years.	–	●	Upcoming biannual smart meter targeted advice campaign for medically dependent PSR customers will take place in May to September/October 2025.  In 2024/25, we have included the notification of single premises faults to carers of medically dependent PSR customers with smart meters.
VS6	By 2028, we will offer increased support for our medically dependent PSR customers by dispatching battery banks to customers who are at risk of being without power for more than four hours.	Continue to call all medically dependent PSR customers during power cuts. By 2028, we will exceed baseline requirements by offering and installing battery banks at the premises of those at risk of outages over four hours.	• BAU roll out by March 2025	●	Completed BAU roll out of battery banks, and are in day-to-day use. Received positive feedback from customers.  Our focus is to offer increased support for our medically dependent PSR customers who are at risk of being without power for more than four hours.  We are currently working on the reporting of the use of the batteries.
VS7	In collaboration with regional partners we aim to provide targeted support to a total of 500,000 fuel poor customers over RIIO-ED2, investing £18m to support over 200,000 directly and 300,000 through partnership programmes, delivering £67m of benefits by 2028. Additionally, we will provide fuel poverty information to 800,000 customers each year, working with trusted partners.	100,000 customers receive targeted support during 2024/25.  800,000 customers receive general advice during 2024/25.	–	●	Supported 103,168 fuel poverty customers, delivering over £11.59m of benefits.  We have provided over 997,418 customers with fuel poverty information in the form of leaflets and emails, exceeding our target of 800,000 per year.

● At risk ● Behind target ● On track ● Complete



## Progress in Delivering our Vulnerability Strategy Commitments continued

Vulnerability strategy commitment	Description	Expected outcome/benefit	Key milestones for implementing commitment (if relevant)	RAG status	Status update
VS8	We will provide information and help to 500,000 customers over RII0-ED2 to ensure no one is left behind in the changing energy system, at no cost to customers. As part of this, we will also co-fund grants towards the installation of low carbon technology systems via the UK Power Networks foundation.	100,000 customers receive information and help to ensure they are not left behind in the transition to Net Zero during 2024/25.	• 100,000	●	Information and help provided to 154,186 customers.  Our new website is in final customer testing before launch and we plan to work with fuel poverty partners to scale leaving no one behind services.  We chose not to establish a separate UK Power Networks Foundation, opting instead to fund initiatives directly for greater efficiency and agility in responding to emerging trends.  Co-funding grants for LCT installations is currently on hold while we reassess its alignment with Ofgem's guidance to avoid market mechanisms distortion for LCT deployment.
VS9	We will establish an annual cycle of research and engagement, to shape our vulnerability plans as our understanding in this area develops and the priorities of our customers change. We will use this to inform the publication of an updated RII0-ED2 Vulnerability strategy in 2025 and 2027.	Research and engagement help us to continue to meet the evolving needs of our customers. It will address questions such as identifying emerging issues and understanding drivers of customer satisfaction.	• Publish an updated RII0-ED2 Vulnerability Strategy in 2025 and 2027 informed and shaped by stakeholder engagement	●	Our Vulnerability Strategy will be undergoing a refresh in late Autumn 2025, and will be informed by the insights captured and reported back to the business via the Stakeholder Engagement team.  Our engagement with senior stakeholders had ramped up significantly on previous years with insights being captured and reported back to the business via the Stakeholder Engagement team.
VS10	We will deliver industry-leading innovations to improve support to disadvantaged and vulnerable customers, ringfencing £5m of our Network Innovation Allowance (NIA) investment over the RII0-ED2 period to focus in these areas.	Explore different innovation solutions to support vulnerable customers in collaboration with other organisations.	• £1m per year during RII0-ED2	●	£2.82m of our NIA expenditure since the start of RII0-ED2 was on innovation projects focused on supporting consumers in vulnerable situations. This included projects Socially Green, Spotlight, Power Protect, Low to No Power Heat Alternatives, Greener Home, Engage +, Keeping Comms Open and Almee.
VS11	We will collaborate with other organisations to ensure at least 50% of our vulnerability innovation initiatives in RII0-ED2 are delivered in partnership with other utilities and will attract £750,000 funding from these partnerships across the period.		–	●	We have secured £535,146 funding from various partnerships of vulnerability innovation initiatives.  Seven out of eight vulnerability innovation projects delivered in collaboration with other utilities.  To secure partners, we work with the Energy Innovation Centre (EIC), the PNDC, and directly with small and large innovators.

● At risk   ● Behind target   ● On track   ● Complete





# Tackling fuel poverty

In 2023/24, we delivered over half of the 153,253 fuel poverty services delivered to customers by all DNOs. This was only possible through collaboration with our partners.

Factors such as the Ofgem price cap and cuts to local authority funding are further increasing the need for fuel poverty support.

Over the last year, we have gone further to tackle fuel poverty amidst growing demand, ensuring we can support charities to scale up over future years. As a result over the first two years of RIIO-ED2, we have helped a total of 251,278 customers in or at risk of fuel poverty.

Many customers now require support year-round, not just in winter, and our partners have emphasised the importance of making support accessible. This led us to adapt our delivery approach to boost our year-round support. We have also explored how to support customers in fuel poverty to navigate the wider energy system as we transition to cleaner energy, to help reduce energy bills in the long term. Finally, while digital services are crucial for those hesitant to discuss difficult circumstances, we must also cater for customers who prefer face-to-face interactions or are unable to use digital channels. We have developed partnerships to provide tailored, targeted support via the channel of our customers' choice.

## Building blocks of our Fuel Poverty Strategy

**RIIO-ED2 Target: 500,000 fuel poor customers to receive targeted support by end of RIIO-ED2**

**What we did**  
Provided personalised one-to-one support and in-depth advice.

### Performance 2024/25

<b>£11.79m</b>	<b>£11.39</b>	<b>9.2/10</b>
social value delivered	SROI over and above every £1 spent this year	customer satisfaction

**32,897**  
customers supported

<b>103,168</b>	<b>1,584</b>
total customers supported in 2024/25, including:	fuel vouchers issued

**What we did**  
Provided energy advice to vulnerable customers who are in or at risk of fuel poverty.

### Performance 2024/25

<b>£6.15m</b>	<b>£10</b>
social value delivered	SROI over and above every £1 spent this year

**70,271**  
customers supported

<b>20,039</b>	<b>4,178</b>
offers of income maximisation support	offers of digital skills training

### Overall performance against our RIIO-ED2 Target



**RIIO-ED2 Target: 800,000 customers to receive fuel poverty information each year**

**What we did**  
Provided information and energy advice to UK Power Networks' customers to help them make savings on energy bills, signpost them to essential services and provide guidance on smart meters.

### Performance 2024/25

<b>997,418</b>	<b>429</b>
customers received energy saving advice	energy champions trained

**Customers received general energy advice including:**

<b>89,047</b>	<b>706,218</b>
via our partners	via welcome packs
<b>47,181</b>	
via winterwise guides	

### Overall performance against our RIIO-ED2 Target





## Supporting customers to address their urgent needs and build in longer term support

Through our partners we have learnt that more customers need support, and that customers often only seek support once they're at breaking point. More action is required to deliver longer term benefits to prevent customers ending up back in the same situation.

### What we did

#### Adapted our service delivery to address the immediate crises customers face, while providing maximum value longer term

Once urgent issues are resolved, we work with the customer to provide longer-term support, such as promoting behavioural changes and maximising income, to help prevent another crisis.

Vineeta\* contacted Arun & Chichester Citizens Advice's energy advice line in urgent need of help with both energy and food. She was struggling to top up her meters and had been relying on a food bank, which was due to close. She lived in a privately rented property that was damp and poorly insulated, and the conditions were worsening her health. The team responded immediately by issuing a fuel voucher and sharing information on local food banks she could access. To address the challenges longer-term, they also helped her apply for the Household Support Fund to receive help with energy costs and get support from the Income Increase Service to tackle her debt. They also provided a letter outlining Vineeta's rights and the impact of living in a cold home, to give to her landlord. This resulted in the installation of new windows, better insulation, and treatment of the mould.

\* Name changed to protect anonymity

### Impact

# 505

fuel vouchers delivered in  
first three months of delivery

# 83

income maximisation  
services provided





## Developing the right partnerships to give customers accessible, tailored and targeted support

There is often a push to keep up with the modern world, driving a transition to digital platforms and online support. However, at our partner roundtable we heard directly from charities delivering support that there remains a crucial need for services delivered by people, whether over the phone or in person. Customers often want the option to talk to someone and have personal interaction when handling sensitive issues. Our programme is built on offering a range of services across different channels to ensure customers can access the support they need through their channel of choice.

### What we did

#### Supported vulnerable customers in remote communities

Through our work with Children and Families we have supported customers on the Isle of Sheppey, a community still impacted by the aftermath of the pandemic and the cost-of-living crisis. Children and Families offers support over the phone as well as face-to-face home visits to help overcome barriers such as language and explain complex issues to customers. Our efforts focus on addressing complex needs such as poor education and high unemployment rates often passed down through families for generations, particularly in Sheerness ward, which has the highest child poverty rate in the Kent. We support Children and Families to offer two types of support: fuel and water efficiency, and money budgeting and income maximisation, providing a holistic approach to tackle the challenges customers in this area face such as low income and high energy usage. The support includes energy efficiency products, money advice, debt management, and boiler support. These services complement Children and Families' wider support offering, including access to children's activities, family support workers, and food banks, creating a one-stop shop for support to tackle fuel poverty and the longer-term issues that this community faces.

#### Delivered energy advice alongside support to reduce digital exclusion

Our match funding partnership with Kent Digital and SGN offers access to in-person roadshows to provide energy advice and additional support to build digital skills, helping develop independence for customers. The service is coupled with providing customers with laptops, funded by other organisations. This holistic approach ensures that customers not only receive immediate energy support but also gain access to digital tools and skills helping prevent digital exclusion. In turn this support reduces the risk of fuel poverty as customers can overcome related challenges, for example accessing energy tariffs that are only available online, comparing suppliers to find better tariffs as well as managing their energy bills and staying connected online.

#### Partnered with We Are Group to effectively engage with marginalised communities

As a new core partner, We Are Group will leverage their network of local delivery partners to provide accessible training, advice, and guidance to customers facing challenges over the coming years. Working within communities, they have built trust and tailored their support to overcome barriers and successfully engage customers. They offer services across multiple channels, including in-person services at centers, home visits, and phone consultations, so those who are digitally excluded or can't

easily leave their homes can access support. To ensure cost isn't a barrier, their services are free, which is particularly important for low-income households. They also partner with Clear Voice, a leading interpreting and translation provider, to overcome language barriers and make services inclusive for non-English speakers. Working together we aim to scale up their tailored support across our regions to ensure our customers can access the support they need over the next year.

One customer advised they were in a very dark place, having had to stop working due to ill health, and as a result they were severely behind on their bills. With their illnesses, they couldn't walk to get a pint of milk, couldn't drive or catch public transport, and as a result they were in a very difficult situation, lonely and isolated. They were assigned a support worker who has helped them access support, including the referral to Kent Digital. When our team contacted the customer to understand how they had found the experience, they said they had found the laptop to be "an absolute game changer". They are now able to order groceries online, so they don't need to panic about going out to get them, as well as starting online therapy. The customer's feedback made it clear that this support was genuinely life changing.

### Impact

**1,498**

customers supported  
by Children and  
Families

**562**

winter warm packs  
handed out

**4,195**

customers supported  
by Kent Digital

**147**

received scam  
awareness support





## Innovating to benefit customers in fuel poverty

Adopting new low-carbon technologies that can reduce energy costs is often a significant challenge for customers experiencing fuel poverty. These technologies tend to be expensive, making them inaccessible to low-income households. As a result, customers have no choice but to rely on outdated and inefficient energy systems, which can lead to higher costs and exacerbate economic inequalities, increasing the risk of fuel poverty as the UK transitions to Net Zero.

### What we did

#### Developed a new solution to enable customers to warm their home at lower cost

We developed the SHIELD system (Smart Heat and Intelligent Energy in Low-income Districts) in partnership with Eastlight Community Homes through an innovation project. This new solution will help customers warm their homes at lower cost by hosting mini data centres. The system involves installing and managing low-carbon technologies such as solar panels, battery storage, and the revolutionary Thermify 'HeatHub' in customers' homes. The HeatHub, a mini data centre, captures and stores excess heat, making it available to heat their homes. We have also partnered with a newly established social energy services company, Essex Community Energy CIC, to develop a social heating tariff. A Smart Local Energy System installed in the home will manage the usage of the battery, allowing the consumer to use the energy stored at a cheaper rate. Offering access to the local energy market will also allow households to benefit from lower electricity tariffs by using the excess energy generated by other homes in the network.

For the next phase of the trial, we're working with Citizens Advice Essex to engage 300 social tenants to sign up to a four year trial of the solution across the East and South East of England, with the aim to deploy 100,000 systems a year by 2030.



**My bungalow is "as warm as it ever been". The low fixed monthly fee for heating has offered peace of mind and the solar power system has helped reduce reliance on external energy suppliers."**

**Terry Bridges**

SHIELD customer and tenant at Eastlight Community Homes

**Eastlight**  
Community Homes



### Impact

**20 to 40%**

potential reduction in customer energy bills

**> 90%**

estimated reduction in carbon emissions for participating households





# Leaving no one behind in the energy transition

Over the past year, we have significantly scaled up our support further. However, we recognise that we still have a lot to learn before our Leaving no one behind programme reaches the same maturity as other areas of our support. In 2024/25, we supported a record number of 30,287 customers with one-to-one support, delivering £5.93m in social value.

**In 2023/24, we delivered 87% of the 30,901 services delivered by all DNOs to support customers at risk of being left behind in the transition to Net Zero.**

Through our partner forums, we have learned that Net Zero often isn't a priority for vulnerable customers, especially when they are dealing with pressing issues or are in crisis mode. As a result of this feedback and our own data and insights, we have shifted our approach to incorporate advice on adopting cleaner technology into a broader conversation about energy efficiency. In addition, community energy groups play a vital role in building relationships with customers who face barriers such as lack of understanding or trust in the energy system. These groups act as familiar and trusted voices, helping to address daunting topics and alleviate concerns customers have about scams. This year, we have enhanced our approach with Community Energy Pathways, enlisting more community organisations to scale up support and reach more customers. Finally, through customer workshops, we learned that while some customers want a convenient online tool to save money and reduce their emissions, the tool we launched last year didn't meet expectations. This year we have identified opportunities for improvement, listened to customers, and enhanced our self-serve support to better meet customer needs.

## Building blocks of our Leaving no one behind Strategy

**RIIO-ED2 Target: 500,000 customers supported to ensure no one is left behind in the transition to Net Zero**

### What we did

Provided in-depth personalised one-to-one support to customers at risk of being left behind in the transition to Net Zero.

#### Performance 2024/25

**£5.93m**

social value delivered

**8.9/10**

customer satisfaction

**30,287**

customers received one-to-one support including:

**1,883**

home energy audits taken place

**845**

smart packs distributed

**4,410**

customers supported to apply for LCT grants

**154,186**

total customers supported in 2024/25

### What we did

Provided Net Zero information and energy efficiency advice to UK Power Networks' customers.

#### Performance 2024/25

**£2.33m**

social value delivered

**74**

energy champions trained

**123,899**

customers received information and energy advice, including:

**77,095**

via emails from our Smart Connect platform

**5,650**

via the Green Home Support Service

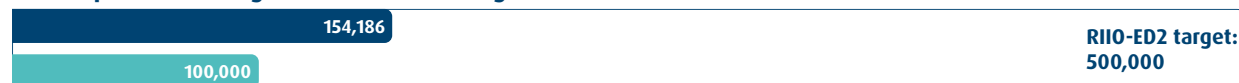
**18,360**

via Independent Age booklets

**£8.26m**

social value delivered in 2024/25

### Overall performance against our RIIO-ED2 Target



● 2023/24 ● 2024/25



## Providing Net Zero advice alongside immediate support

Understanding that accessing low carbon technology isn't always a priority for vulnerable customers facing immediate challenges, we adapted our approach to integrate decarbonisation support into broader discussions on energy efficiency and cost-saving.

### What we did

#### Scaled up energy efficiency support to address customer concerns around the cost of energy

In 2023/24 we supported Citizens Advice Arun & Chichester to extend their reach through local branches in Essex; in 2024/25 we went even further by supporting them to coordinate with local branches in London. This enabled them to recruit new advisers and reach more customers with comprehensive support, including advice on benefits and budgeting as well as support with grant applications and energy efficiency advice. This provided customers with immediate support with their energy bills and heating, while also making long-term improvements to their home's energy efficiency, including access to low-carbon technologies where appropriate.

#### Provided smart packs to boost energy efficiency in customer homes

Working with our partner, Peterborough Environment City Trust (PECT) we have provided smart packs to customers across the east of our region. The smart packs contain simple to use, everyday energy efficiency measures such as energy monitoring smart plugs with a timer, LED bulbs, and electric blankets. These packs help customers improve the energy efficiency and warmth of their home whilst helping them save energy and reduce the amount of energy they use helping reduce their costs.

#### Explored how collaboration with Social Housing Providers could support residents to benefit from low carbon technology

Our Socially Green project found that many vulnerable customers struggled to engage effectively in home energy efficiency improvements. However, we also learned that councils and local governments were actively exploring ways to retrofit social housing to enhance energy efficiency through government-funded initiatives.

Through our Flex Direct innovation project we have engaged further with social housing providers and local authorities to develop a way to use retrofits to provide flexibility to the energy network, bringing in additional income that could benefit both landlords and residents.

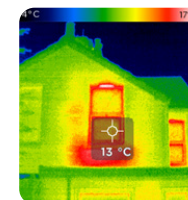
The project is developing a new commercial solution to incentivise social landlords to reduce their properties' energy use during peak times, helping to balance the local electricity grid at the same time as reducing overall costs.

#### Conducted energy efficiency surveys to reduce heat escaping from customer homes

We partnered with Energy Action Redhill and Reigate (EARR) to conduct home visits and thermal imaging assessments, identifying ways to enhance energy efficiency and reduce heat leaking from customers' homes. Customers received detailed reports with recommendations, draft-proofing items such as window strips, and insulation installation where needed. These surveys helped customers make their homes warmer, reduce energy consumption, and lower their bills, as well as boosting energy efficiency and benefiting the environment.

Alice\* lives in a 1920's semi-detached house in Merstham. She got in touch with EARR as she was finding it very cold in her home. The cold was also contributing to a problem with damp and mould in the bedroom. Energy Champions visited Alice's house to do a survey and identify where improvements could be made. They found that although Alice had some loft insulation, much of it was squashed and wasn't working effectively, and didn't meet the recommended thickness. With our support, EARR were able to provide additional loft insulation. They also found the house was built with solid brick walls and so advised Alice on other options for internal and external wall insulation that would help to reduce heat loss and referred her to the Energy Saving Trust for further information. For immediate relief, they provided radiator foils to reduce the amount of heat being lost through the walls behind the radiator.

\* Name changed to protect anonymity



### Impact

175

personalised smart packs delivered by PECT

11,229

customers supported by Citizens Advice

160

customers supported by EARR



## Expanding our partnerships with Community Energy Groups to reach more customers

Local community energy groups play a critical role in reaching and supporting vulnerable customers. Embedded in the communities we serve, they are often recognised and trusted by the customers we aim to engage with. This trust means that customers are more willing to accept advice, making the support delivered more impactful than if we were to provide it directly ourselves.

### What we did

#### Collaborated with Community Energy Pathways to deliver Net Zero support via 20 community organisations

We have supported community energy groups across our area to expand their energy advice services. This includes home visits to assess changes customers can make to their home and to provide tips on behaviour changes to improve energy efficiency, as well as host community events where customers can get advice on electric vehicles and how to apply for grants.

Ethal\*, 82 years old, came to one of our energy café coffee mornings in great distress, after her husband had recently passed away. Ethal explained that she was living in her home on the south coast and despite having solar panels installed on the roof of her house, she was receiving bills of thousands of pounds based on the readings she was providing. She was in danger of having to move house due to the expense the bills and was at a loss as to how to get help from her supplier.

One of our energy champion's at Energise Sussex Coast organised a home visit to investigate Ethal's situation further. They found the Ethal had been supplying the meter reading from her solar panel export meter rather than her actual energy consumption. An export meter, also known as a generation meter, is a device that measures how much electricity a solar panel system exports to the grid.

As a result, our energy champion contacted the supplier and arranged for Ethal to receive a refund for the thousands of pounds she had incorrectly paid and for the correct meter reading to be supplied in the future.

\* Name changed to protect anonymity

#### Provided bespoke energy champion training

Working with Community Energy Pathways, we provided new recruits with the skills and knowledge to provide Net Zero support, which is a newer area of vulnerability that many are less familiar with. Through this work, we have helped fund local jobs for local people, creating 74 new energy champions in our communities.



**I enjoy visiting homes and meeting people and being able to help them with ideas on how they can improve their home and spend less money – and help the environment too. It's a win win! The training gave me the knowledge and confidence to be able to go out to people's homes and talk to them about saving energy."**

#### An Energy Champion

#### Impact

**13,572**  
customers supported

**1,618**  
customers received advice on electric vehicles





## Engaging with customers to understand their expectations and drive improvements to our self-service tool

Last year, we launched our Green Home Support Service to provide customers with a self-serve tool for improving home energy efficiency and sustainability, regardless of their budget or circumstances. Despite engaging with our Inclusive Design Panel throughout the development of the service, customer feedback after the service was launch revealed that customers expected a more personalised experience overall with detailed guidance on steps they could take to improve their energy efficiency.

To address this, we decided to pause use of the tool and go back to basics, conducting more extensive customer testing to understand exactly what customers wanted. Our customer service experts also reviewed the end-to-end customer journey and held focus groups with customers to better understand customer expectations.

Our workshops confirmed customers did want a digital tool, with some customers preferring self-service over face-to-face interactions. They emphasised the need for more tailored guidance to ensure the advice is actionable and relevant to their specific circumstances, avoiding suggestions they have already implemented or cannot apply, such as steps unsuitable for renters. Customers were willing to provide more personal information for tailored guidance, provided they understood why the information was needed and how it would be used. In response, we are enhancing the tool by adding questions about homeowner status, current energy-saving measures, and property type and size. This will allow us to offer more specific advice, including tips for renters such as using LED lightbulbs and radiator foils. We have also incorporated EPC ratings to provide targeted plans for improving energy efficiency based on the current rating of the customer's home. We continue to co-develop the tool with our customers and aim to relaunch the service in the coming year to better meet their expectations.

This approach reflects our commitment to continuous improvement and ongoing engagement with our customers. By co-developing the tool with them, we're building a service that truly meets customer needs. We have reviewed our processes to ensure we gather ongoing feedback to inform new services. We also now involve our Customer Change Team to ensure we design effective customer journeys from the start.







# Registering and supporting PSR customers

Over 2024/25 we have exceeded our ambitious target of 3 million customers on our PSR by the end of RIIO-ED2, registering 3.1m customers, 93.5% of eligible households in our area.

As a result, we're now able to deliver tailored support to more customers earlier in the price control period than originally planned. We have maintained industry-leading service to support customers on the PSR, demonstrated by our industry leading PSR customer satisfaction score of 93.4%. We have also distributed 6,649 items to customers during power outages, providing items tailored to customers' needs, such as cold pouches for those with medicine that needs to be refrigerated.

As we register more customers, those remaining become harder to identify, engage, and sign up, often being the hardest to reach in our communities. To overcome these challenges, we continued to take a data-led approach to identify and reach the remaining eligible customers as well as expanding collaboration with trusted partners to raise awareness of the service. We also worked to improve the accessibility of the PSR and ensure the support we provide continues to meet our customers' evolving needs.

## Our targets and performance

**RIIO-ED2 Target: Expand the scope and reach of our PSR, delivering an overall 30% increase in registrations to 3 million households**

**3.1m**

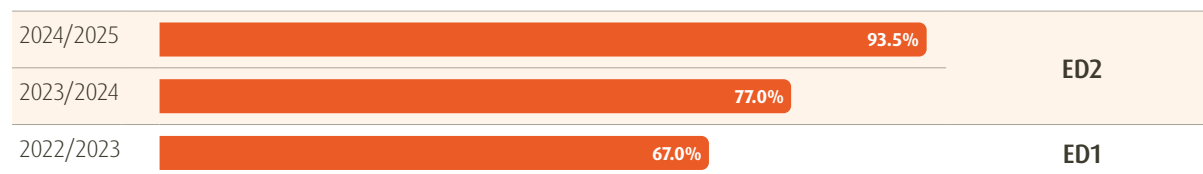
eligible households registered (+21.3% on 2023/24)

**RIIO-ED2 Target: Deliver 18-month data cleanse and improve data quality and completeness by 100%**

**100%**

of customers on our PSR contacted to refresh their information in 2024/25

## Our PSR growth over the years



## Building blocks of our PSR Strategy

### Taking a data-led approach to identify and register customers

**438,602**

customers engaged with via Spotlight

**225,775**

customers registered through innovation

**107,915**

customers registered through historical data sharing

### Expanding collaboration to raise awareness and understanding of the PSR

**2**

new partnerships to raise awareness of the PSR

**13,740**

customers engaged via campaigns

### Enhancing accessibility and support

**194.5%**

increase in PSR sign-ups through our improved PSR form

**100%**

of customers on our PSR contacted to refresh their information

**93.4%**

PSR customer satisfaction

**247**

portable batteries offered to customers in a power cut



## Taking a data led approach to identify and register customers

### Driving data sharing so customers only have to register once

Customers have told us they don't want to repeatedly provide the same information about their circumstances to multiple organisations when signing up for support. They told us that they expect to be able to provide their information once and receive support from all appropriate services.

#### What we did

##### Expanded historical data sharing with three more water companies

Building on our earlier work to establish automated and bilateral PSR data sharing with seven of the eight water companies in our area, we have expanded our sharing of historical data with three of them. This means that customers who have already signed up with one organisation before our data sharing agreements were in place don't have to register again. This has led to 107,915 more registrations to our PSR, 14% of all new registrations.

Recognising our long-standing data sharing with water suppliers, we are also looking at opportunities to collaborate with other industries to streamline access to different support services. Over the last year we have shared our learnings and explored expanding data sharing beyond utilities, including with the healthcare industry, to support common customers across multiple services.

##### Shared our learnings to drive data sharing across utilities and beyond

We have actively shared our automated data sharing approach with wider industry via the ENA to help establish nationwide automated data sharing between all DNOs and water companies. We will be the first adopters of this solution collaborating with Southeast Water, to test the process before it is rolled out nationally. This initiative aims to develop a single automated solution for all utilities, enabling PSR data to be safely and automatically shared across Britain, so customers only need to sign up once for both their energy and water companies.

### Identifying eligible customers missing out on support through the use of AI and machine learning

Many customers are unaware of the services the PSR offers or do not see themselves as needing such support. Consequently, they miss out on support they could benefit from. We believe it is part of our role to identify those who are eligible and engage with them through the right channels and in a way that resonates with them. In doing so our aim is to encourage them to register for the free support they are entitled to, which could make a significant difference to their lives in the event of a power cut.

#### What we did

##### Engaged with eligible customers to register them for support

Through our Innovation project, Spotlight, we have identified and engaged 438,602 customers eligible for the PSR using data and AI. We applied machine learning to iterate our communication approach by identifying what messaging and methods work best for customers with different needs and characteristics. This has enabled us to reach customers using more effective language and suitable channels, making it more likely that they will sign up to the PSR. We apply stringent data protection to how we handle all customer data to ensure can customers trust us with their information while enabling us to deliver targeted support.

#### Impact

# 107,915

additional eligible households now registered to receive support due to historical data sharing with water companies

# 438,602

customers engaged through targeted communications via Spotlight, including:

- 383,383 customers via email
- 50,719 customers via SMS
- 4,500 customers reached via letter with a further 13,000 reached via letter following either an SMS or email



## Expanding collaboration to raise awareness and understanding of the PSR to prevent eligible customers missing out on support

Customer feedback revealed low awareness of what a DNO is and the support they provide. Vulnerable customers at insight sessions also felt the PSR was hidden, highlighting the need to raise awareness and simplify access. Using a data-driven approach, we identified customer groups with the largest eligibility gaps on our PSR. We then ran targeted campaigns with trusted community voices to reach those who have not signed up, focusing on children under five, expectant mothers, and medically dependent customers.

### What we did

#### Raised awareness of the PSR and energy advice among medically dependent customers

Through a joint campaign between all DNOs and the National Pharmacy Association, we achieved significant outreach:

- Reached around 7,000 NHS staff, including social prescribers across Britain, via a poster shared with 28 Link Worker Advisory Group members and a widely circulated newsletter
- Distributed 250,000 printed guides through 5,000 pharmacies
- Launched a dedicated pharmacy patient website, accessed by 1.5 million readers
- Sent an all-DNO email promoting the PSR to over 100,000 customers who had opted in to receive information via their pharmacy

#### Developed partnerships with Asthma and Lung UK and Kidney Care UK

Together we have developed online resources, as well as training to be rolled out over the next year to support call advisors to better identify and register those eligible for the PSR. We also plan to run a series of campaigns aimed at medically dependent customers during 2025/26.

#### Engaged those with children under five and expectant mothers by partnering with online communities for parents

Collaborating with Mumsnet and Peanut, platforms that offer a safe online space for people to access advice, information, and community support, we launched multiple campaigns to promote the PSR. These campaigns included in-app ads, messages, newsletters, and partnerships with social media influencers to raise awareness about the support available for parents and how to sign up. Our efforts resulted in over 11,000 engagements with the adverts, demonstrating increased awareness of the support we offer.

#### Ran a grassroots outreach campaign to raise awareness of support across districts with the highest eligibility gap on our PSR

We engaged with 37 MPs and 40 local authorities in areas with high eligibility gaps on the PSR to raise awareness of the service.

### Impact

# 13,740

customers engaged through PSR campaigns including:

- 2,041 customers engaged via UK Power Networks social media campaigns
- 6,658 customers engaged through influencers
- 5,041 customers engaged via advertising with Peanut

# 624

medically dependent customers referred to the PSR by Asthma and Lung UK

# +11.8%

increase in families with children under five registered to our PSR compared to 2023/24

# +15.1%

increase in medically dependent customers on our PSR compared to 2023/24



## Enhancing accessibility of support and maintaining excellent customer service

Insights from PSR customer engagement and direct feedback on our website and communications highlighted the need to review and simplify how we communicate and present information to customers. This includes improving the PSR information we share via email and streamlining the online registration form to remove barriers to sign-up.

### What we did

#### Simplified our customer journey to sign up to the PSR

Analysing our website data and feedback, we identified that customers found our online PSR form too long to read, understand and complete. This year, we have redesigned the form, breaking it down into easy-to-follow steps and adding extra tips for customers to get extra advice as they work through the form.

We have also simplified our PSR customer communications, focusing on the key messages and visuals. We enhanced our Statement of Services campaign, taking on board customer feedback from 2024 and testing our new campaign with customers via our online Vulnerability Forum. As a result, we have seen over 40,000 PSR registrations through our new web form this year, an increase of 194.5% compared to 2023/24.

#### Ensured we hold accurate information about our PSR customers

We contact everyone on our PSR every 12 months to make sure we have up-to-date contact details and information about their needs. We perform data quality checks on all PSR records every year and take the opportunity to check that the information we hold about customers is up-to-date whenever they contact us, for example during a power cut.

#### Evolved our PSR support to meet customer needs

**We have continued to deliver industry leading PSR customer satisfaction, achieving 93.4%, the highest satisfaction of any DNO.**

In order to maintain high customer satisfaction and continue to meet the evolving needs of our customers, we have also expanded support for medically dependent PSR customers. Following a successful trial last year, we have rolled out the offering of portable battery packs to all medically dependent PSR customers during power cuts lasting over four hours.

During a power outage in Leigh-On-Sea, a medically dependent customer became understandably concerned after the power had been off for three hours. As the estimated restoration time was extended by an additional four hours, our team quickly offered a battery pack to support the customer's oxygen machine and its backup devices. An engineer arrived at the customer's doorstep to provide instructions on safely using the device, ensuring they had full access to their oxygen machine. The outage continued for several more hours into the evening, and although our team also offered to arrange food delivery for the customer, they declined as they were able to use the battery pack to cook their own food.

This is just one example of how the support we offer makes a difference to the day-to-day lives of our customers, especially in the event of a power cut, enabling them to keep continue with their day, and reduce disruption and stress during challenging circumstances.

### Impact

**40,630**

PSR customers benefited from personalised contact during a power cut

**100%**

of customers contacted to ensure their information is up to date

**247**

medically dependent customers were offered a battery pack

**+3.14%**

increase in PSR data quality

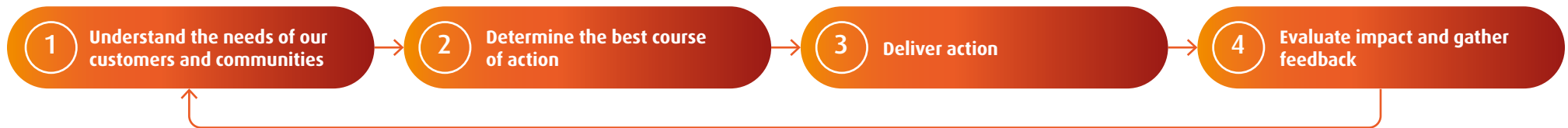


# Supporting Vulnerable Customers throughout the winter

## Reviewing the effectiveness of our winter support

After every storm, we hold a debrief to review what went well and what we could improve. Every six months, we also conduct an emergency planning forum involving all parts of the organisation affected by weather events. In Spring, we review winter performance, and in Autumn, we prepare for the upcoming winter, incorporating learnings from the previous year. Following our 2023/24 review, we have added a step to our storm preparation process to consider the time-of-day bad weather hits. If it occurs later in the day, we extend the estimated restoration times to reflect the lower levels of work that can be carried out overnight, giving customers a realistic view of when power will be restored and enabling them to plan appropriately, especially those in vulnerable circumstances who may need somewhere else to stay overnight.

### How we ensure learnings shape our winter support:







## Helping customers prepare for winter weather

### What we did

#### Providing proactive information to prepare for winter and weather events

- Sent our annual Statement of Services to 2.5m PSR customers, providing advice tailored to PSR customer needs and signposting additional support available ahead of winter.
- Sent 103,129 email warnings to vulnerable customers ahead of weather events (+8.2% on 2023/24), to provide advice to help them prepare, including how to report a power cut, reminders to charge devices and how to return a chair lift safely to ground level if it stops working.
- Sponsored the Independent Age Winterwise Guide offering practical tips on staying warm and healthy during the winter for older customers. Distributed 18,360 guides via our community partners ahead of and throughout the winter, a 162% increase on 2023/24.

#### What we learned and how it will inform next year

We initially planned to send the Statement of Services campaign earlier in 2024 and provide separate communication to vulnerable customers on winter preparation. However, customer feedback indicated the advice was not relevant to their circumstances. We paused the campaign, updated the email content for PSR customers, and ran the campaign later in the year, combining winter messaging to avoid overwhelming customers. This experience gave us valuable insights into customer preferences, informing enhancements to our online offerings for vulnerable customers.



#### Limiting the impact of planned work on our customers over the winter

Year-round investment in our network ensures a safe and reliable electricity supply, but we recognise that planned power cuts impact vulnerable customers more, particularly in the winter. In addition to maintaining last year's changes, in 2024/25 we:

- Expanded our support for medically dependent customers ahead of planned work by contacting all category three PSR customers multiple times via phone and message, in addition to the usual notice customer receive about planned power outages. This process allowed us to contact 1,866 medically dependent customers to check they are prepared and offer different support services including offering 247 battery packs to power medical equipment in 2024/25.
- Developed a new online portal providing up-to-date information on planned work, allowing customers to sign up for text updates and add planned work to their calendar. Customers can now request specific support items, tailored to their needs. Over 2024/25 we have provided 2,588 support items requested through the portal.

#### What we learned and how it will inform next year

Further engagement with our customers told us they want a longer notice period ahead of work to plan ahead. We propose extending the notice period over the next year and sending multiple email reminders before any work. Additionally, we will seasonally rotate items on our online portal, offering more relevant support such as and items to keep warm in winter.





## Protecting customers during the winter

### What we did

#### Supporting customers through a power cut

We continue to provide 24/7 support for all our vulnerable customers through the PSR. During a storm, our customer service team proactively contacts everyone on the PSR who is affected, based on their level of vulnerability. We work with partners such as British Red Cross and Haste to deliver support directly to customers' homes. Over the last year we have provided 6,649 items to support customers on the PSR.

Since 2023, we have also worked with Cadent, BT, Openreach, Scottish and Southern Electricity Networks, Citizens Advice, and others to address the impact of the PSTN switch-off on vulnerable customers. This change poses a risk to vulnerable customers who lack mobile access or rely on telecare devices, making it harder to reach and support them, especially in a power cut. So far, we have trialled data sharing initiatives to identify those customers affected and developed personas to better understand customer needs and ensure continued support.



**The PSTN switch-off has the potential to put PSR customers (& those who would benefit from being registered) at a higher risk during power cuts. UK Power Networks' early and active involvement in our cross-industry approach via the Safeguarding Customer Working Group (SCWG) has been pivotal. Together with other SCWG members, we're shaping practical solutions to keep our customers safe."**

**Jo Giles**  
Customer Safeguarding Senior Manager at Cadent

### What we learned and how it will inform next year

Customer feedback confirms our support meets current expectations. However, engagement with other DNOs shows that operating in-house support vehicles can be more cost-effective and scalable, an approach we are exploring to expand our reach. We will continue cross-industry collaboration to trial alternative communication methods, such as satellite phones, to ensure we can reach vulnerable customers during outages as the PSTN switch-off approaches. Through collaboration, we will raise awareness of the changes, adapt our support and help customers prepare for the changes ahead.



### Impact

**6,649**

items to support customers on the PSR

**1,633**

cold packs to keep medication cool while power is off

**2,438**

power banks to recharge items such as mobile phones

**247**

battery packs to medically dependent customers experiencing a power cut lasting longer than four hours

**1,283**

torches

**1,048**

meals to customers via delivery services such as Deliveroo and Uber Eats



## Protecting customers during the winter continued

### What we did

#### Supporting warm spaces throughout winter and beyond

This year, we shared PSR information with over 300 warm hubs to distribute advice and information, including PSR support and tips for managing energy bills and improving energy efficiency, especially during winter. At our partner roundtable, we also learned that more customers are struggling to afford essentials, with rising living costs leading to year-round demand for support. Many who were not previously vulnerable are now facing financial difficulties, with less respite during the summer months; it's a year-round battle. In response, we expanded our support by partnering with 10 core hubs in high fuel poverty areas.

### What we learned and how it will inform next year

Our engagement revealed that each warm hub operates differently and needs varying levels of support based on community needs. Initially set up as warm spaces for the winter months, these hubs now fulfil social needs. For some customers, visiting these hubs is their only social interaction. These insights are shaping our plans to develop a year-round programme of events and support tailored to each hub's needs, involving our partners and other utilities to offer broader energy and water advice.



#### Supporting the residents of Waltham Forest with Holy Trinity Warm Hub

Starting out as a community food share programme, Holy Trinity has evolved into a vital community support hub. For a small £3.00 donation, people can receive up to £35 worth of food weekly and can now access other services like NHS flu vaccines and housing advice from Peabody Housing. Noticing people would often arrive early and stay late, seeking social interaction, Holy Trinity have also introduced a food van offering refreshments and a safe space for people to relax and socialise while waiting for the centre to open. Speaking with those who run the hub, we have identified more opportunities to incorporate energy advice into their offering, including how to cook nutritious, energy-efficient meals with the food they receive. We also plan to sponsor community events such as Easter egg hunts for children of families relying on the food share. Ahead of winter, we will provide tailored energy advice and support to vulnerable groups, such as the elderly and those with language barriers, directing them to additional resources to help manage through the colder months.



We're thrilled to have UK Power Networks' support to help expand what we can offer and support even more people in Waltham Forest. With almost 50% of children in the area living under the poverty line and many relying on free school meals, what we will be able to do with their backing will make a real difference. It's fantastic to be able to provide more comprehensive help to our community, offering vital energy support."

**Polly Kerseys-Hull**

Vicar at Holy Trinity & St Augustine of Hippo, Holy Trinity Warm Hub







# How we use the Social Value Framework

The social value framework continues to play a crucial role in helping us decide who we work with and prioritise the delivery of services that meet the needs of our customers. The social value we delivered in 2024/25 is summarised below.

## Fuel poverty

**£11.79m**

in net present value, equating to £11.39 in SROI for every £1 spent, surpassing our targets for the second year of RIIO-ED2.

## Leaving no one behind

**£5.93m**

in net present value, equating to £2.34 in SROI for every £1 spent, surpassing our targets for the second year of RIIO-ED2.

## How we use the Social Value Framework in senior level decision making

The Social Value Framework is embedded into our governance and processes at all levels of our business to inform which partners to work with and which innovation projects to take forward. Innovation projects are assessed on the social value they deliver at our Innovation Steering Group to inform whether they should progress. NPV is reported monthly to our Senior Management Team who review delivery to ensure we are dedicating resources to initiatives that will deliver in the best interest for the communities we serve.

### Using the Social Value Framework to shape our partnership approach

The Social Value Framework guided our decisions when establishing our new partnership model this year, with final approval from our Senior Management Team. We evaluated potential partners based on the value their service could offer to customers, considering Social Return on Investment (SROI) and NPV, alongside other factors such as customer reach and quality of support they could deliver, evidenced by customer feedback and robust customer journeys. Social value and customer satisfaction were heavily weighted in our assessments to identify and select partners capable of delivering high-quality, high-value support at scale, in line with the DNO rulebook and social value framework. Our new partnership model and selected partners were approved by our CEO, Director of Finance, Customer Service & Technology, and the Procurement Board, who considered cost and social value in their decision.

## How we use the Social Value Framework to prioritise services

Our support is shaped by the insights we collect on the types of support delivered, the value to customers, and customer feedback. By triangulating data including NPV, Customer Satisfaction and service demand, we identify and prioritise services we offer that best meet customer needs and offer best value to customers.

### Prioritising services that provide the most value to customers

Our insights revealed that income maximisation is one of the most valuable services for customers. Consequently, we have prioritised this support, with 21% of all fuel poverty services delivered in 2024/25 focusing on income maximisation. Customer feedback also indicated a preference for services with access to human interaction for additional support if required, so we now ensure all partners provide human support options across their services. Even fully digital services, where customers may self-serve or read income maximisation information at their leisure, include an option to call for answers. This approach ensures that customers receive the most valuable support through their preferred channels, providing them with the best possible experience.



# Independent assurance provider report

In line with the RIIO-ED2 Consumer Vulnerability Guidance Document, our performance has been assessed by an independent assessor appointed by the DNOs. Based on the table below, the Independent Assurance Provider has confirmed alignment with the agreed upon reporting guidelines for Year 2 of UK Power Networks' RIIO-ED2 Vulnerability ODI.

Metric	No	Minimum requirement category	Minimum requirement criteria	Has the criteria been met (Y/N)
PSR Reach	1	PSR reach has been reported in line with the common methodology	The PSR reach actual performance is calculated in line with the agreed methodology and data provided by the Centre for Sustainable Energy (CSE)	Y
	2	Confirmation that the licensee has attempted to contact 100% of its registered PSR customers to verify their data every 24 months	Has the licensee attempted to contact 100% of its registered PSR customers to verify their data every 24 months?	Y
Value of Fuel Poverty services delivered	3	Assurance that performance against the targets has been calculated and reported in line with the common Social Value Framework methodology	The ENPV value calculated is in line with the common Social Value Framework Rulebook	Y
			The ENPV value calculated is attributed to the value of Fuel Poverty Services delivered and the scope of the metric set out within Chapter 2 of the RIIO-ED2 Consumer Vulnerability Guidance document	Y
			The values reported are accurate from the calculations in the relevant SROI model	Y
Value of LCT services delivered	4	Assurance that performance against the targets has been calculated and reported in line with the common Social Value Framework methodology	The ENPV value calculated is in line with the common Social Value Framework Rulebook	Y
			The ENPV value calculated is attributed to the value of Low Carbon Transition Services delivered and the scope of the metric set out within Chapter 2 of the RIIO-ED2 Consumer Vulnerability Guidance Document	Y
			The values reported are accurate from the calculations in the relevant SROI model	Y



**We are pleased to confirm that for a second year running, UK Power Networks has met every requirement of the RIIO-ED2 Vulnerability ODI in line with the expectations set under the industry-wide assurance process."**

**Alessio Villanacci**  
Director at Sirio



## Thank you

While this report highlights examples of the meaningful support delivered this year, none of it would have been possible without the dedication of all our partners and collaborators. We are deeply grateful to everyone who has contributed their time, effort, and resources to improving the lives of customers who need it most. While there is always more to do, together we're able to make a real difference.



If you would like to give us feedback or speak to our engagement team, contact us at [stakeholder.engagement@ukpowernetworks.co.uk](mailto:stakeholder.engagement@ukpowernetworks.co.uk)