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Northern Powergrid Annual Vulnerability Report 2024/25

July 2025

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Foreword



An introduction, by our President and Chief Executive Phil Jones, to our DSO vision, and our Director of Customer Service on our strategy, ambition and the significant progress made over the past year in supporting our vulnerable customers.



Phil Jones,
President
and CEO



Louise Lowes,
Director of
Customer Service

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Understanding Vulnerability



A comprehensive overview of the vulnerability dynamics across our region and the sophisticated tools and processes we rely on to keep our understanding of these always up to date.

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"We are excited for what's ahead as our support programmes gain greater momentum and deliver even more benefits to customers in the remainder of ED2 and beyond."

Louise Lowes,
Director of Customer Service

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2024/25 performance in summary



A summary of our progress in delivering the commitments made in our ED2 vulnerability strategy.

Foreword



Phil Jones,
President
and Chief
Executive

I count it a privilege to lead Northern Powergrid – the organisation responsible for powering the lives of more than 8 million people across 3.9 million homes and businesses in the Northeast, Yorkshire, and northern Lincolnshire.

Our role as an essential service provider continues to grow in significance, particularly in supporting customers in navigating the twin pressures of navigating the necessary changes in our energy system and managing to make ends meet in everyday life.

Our responsibility to support and protect the customers and communities that we serve manifests itself in practical ways every day – especially those who are most impacted by power interruptions, affordability pressures, or the wider energy transition. For us, that is not a peripheral activity – it is embedded in the way we operate as a business.

We work hard to build a culture in which every member of our team recognises their role in delivering compassionate, high-quality service. Our brilliant teams do that by providing comprehensive welfare support during severe weather events, improving the accuracy of our customer data, or acting on insights gained from practical experience of serving customers, we are committed to continuous improvement.

I am proud of the progress we have made this year. But I am even more proud of the people in our team who demonstrate, every day, what it means to serve with empathy, dedication and professionalism. Our commitment is clear: we are here to support our customers as they deal with the challenges of today, and no customer should be left behind as we build the energy system of tomorrow.



Louise Lowes,
Director of
Customer
Service

In a world that's becoming more unpredictable – whether through extreme weather, rising costs, or rapid change – our customers rightly expect a service that is proactive, inclusive, and ready to meet their needs.

Over the past year, we have scaled up our support to match that complexity. We now provide broader, deeper, and more joined-up services for those who need it most. From creating flexible welfare kits and launching customer-designed PSM materials, to proactively contacting over 95.5% of our most vulnerable customers within an hour of an outage – we've kept pace with people's changing needs and expectations.

This progress reflects the values and dedication of our people. I'm proud of the work our teams continue to do – not just during storms and crises, but every day – to serve our communities with empathy, responsiveness, and care.

We've laid strong foundations, and we're committed to building on them. Because every customer deserves to feel seen, supported, and safe – no matter what the future holds.

This year we've made real strides in turning those expectations into everyday reality. We've expanded the Priority Services Membership to cover over 76% of eligible households, enhanced the quality of our data to make sure no one slips through the net, and created better ways for customers to access support on their terms – from accessible Easy Read materials to a new, inclusive website.

In the wider transition to Net Zero, we are working to ensure no one is left behind. Our Home Decarbonisation programme now works with six partners, combining low carbon technology advice with Fuel Poverty support. This year alone, 5,868 customers received dedicated transition support, generating £3.04m of net social value, rising to £4.8m million over the course of ED2. We've also supported over 20,095 customers with tailored Fuel Poverty advice, unlocking £27 million in value in the second year of service, exceeding our Year 2 customer benefit targets and placing us on track to meet our five-year objectives well ahead of schedule.

Perhaps most importantly, we've embedded co-design and lived experience at the heart of how we develop and deliver services. From Fuel Poverty support shaped by local insight, to smart heating collaborations in social housing, to responder kits designed by customers themselves – we're delivering services with people, not just to them. It is this commitment to customer-centred design that has allowed us to drive exceptional customer satisfaction, achieving an average score of 9.3 out of 10 for our energy advice services.

As our support grows, so does our ambition. In the years ahead, we'll continue investing in partnerships, digital tools, and frontline care – so that no one is left behind as the energy system changes. Our mission is clear: to deliver a first-class service for every customer, especially those who need us most.

Case Study: Our team in action – supporting vulnerable customers and communities



Kiri Beety, a Proactive Customer Responder based in Castleford, led a support plan for over 200 Leeds residents during a planned power cut to upgrade the electricity network in April. This included 46 Priority Services Members—customers who receive tailored support during outages due to medical or personal needs.

Kiri visited those most at risk to explain the work, check they were prepared, and offer support. On the day, she was back in the community as a familiar face, offering help and reassurance. She also arranged with Leeds Hindu Temple to open its doors as a warm space with hot drinks and bathroom access.

Customers were informed by text, and care packs were available at the Temple. A follow-up visit during a seniors' activity group led to 25 new sign-ups to Northern Powergrid's free Priority Services Membership.



"I love my role. I get to spend time with people, making sure they're safe, prepared, and know what to do if their power is affected."

– Kiri Beety,
Proactive
Customer
Responder

We hope you enjoy reading how our teams are positively impacting the experiences and lives of our customers throughout this report.



What is vulnerability?

As we work to enable a fair, inclusive transition to net zero, understanding the nature of vulnerability - who is affected, in what ways, and why - is more critical than ever.

Vulnerability in the context of energy is complex and evolving. It goes far beyond traditional measures such as income or age. It spans digital exclusion, language barriers, health conditions, housing quality, and the uneven effects of climate change and decarbonisation.

Vulnerability can be situational, temporary, or long-term. A bereavement, job loss, or illness can all make someone vulnerable to energy hardship. Poor housing or a lack of local infrastructure can also compound the problem, creating pockets of disadvantage that persist even as the wider economy improves.

The transition to Net Zero brings significant benefits, but it also introduces new challenges, such as the affordability and accessibility of low-carbon technologies or the complexity of navigating retrofit schemes. It is vital that no one is left behind.

We define vulnerability in line with Ofgem guidance and our ED2 strategy. We aim to deliver better outcomes for consumers who are either significantly less able than the typical customer to represent or protect their interests, who are significantly more likely to suffer detriment, or who experience more severe consequences when they do.

Our role in addressing vulnerability

Identify
Protect
Prepare
Support

Our role is to identify those at risk, protect them from harm, help them prepare for disruptions, and provide support, especially during power cuts. Our Consumer Vulnerability Programme is built around a set of core outcomes:

- Ensuring a fair, inclusive, and socially just transition to a low-carbon future.
- Helping to reduce Fuel Poverty and its impacts.
- Delivering high-quality, tailored support to customers during power cuts and other service disruptions.

These goals are aligned with our vulnerability strategy and are continuously evolving to reflect emerging needs and trends.

We consider vulnerability in its broadest sense – encompassing not just individual households but also whole communities and their current and future energy needs. As we move toward the electrification of heating and transport, ensuring no one is left behind in the energy transition is a key part of our mission.

That said, vulnerability is inherently multidimensional. Many of our customers face needs that go far beyond the scope of what a DNO or DSO can resolve alone. These include issues such as poverty, mental and physical health challenges, or lack of digital access. Our role is therefore not just to provide direct support where we can, but to work in partnership across sectors to help build a coordinated ecosystem of care and assistance.

The changing nature of vulnerability in our region

The region we serve is one of the most diverse in the country, spanning urban centres, coastal communities, and rural areas across Yorkshire, the North East, and Northern Lincolnshire. Across our region, we see deeply rooted structural challenges. Fuel Poverty remains high, particularly in areas with older housing stock, off-gas homes, and low household incomes. Rural communities can face isolation, higher heating costs, and weaker digital connectivity. Urban centres often contend with high population churn, language barriers, and greater health inequalities.

Over the past year, the landscape of vulnerability across our region has evolved significantly. Macroeconomic challenges, including the lingering effects of the global financial crisis and the UK’s cost-of-living crisis, continue to shape our customers’ lives. While energy prices have started to stabilise, they remain high compared to pre-2020 levels, and the long-term impact on affordability is still unfolding.

We are seeing a Government-wide effort to integrate Fuel Poverty and vulnerability support into the Net Zero transition, through initiatives such as the Warm Homes Plan, EPC Minimum Standards Consultation, Local Growth plans and the review of the Fuel Poverty strategy. It is essential that we respond to these changes and challenges collaboratively. As the energy system becomes more decentralised, the opportunity grows to localise responses and co-design solutions. Regional mayors, local authorities, housing providers, and community energy groups all have vital roles to play. By working with them, and by understanding vulnerability as a dynamic, multi-dimensional issue, we can help ensure that the Net Zero transition is not only fast, but fair.

At the same time, our delivery partners are reporting a noticeable drop in footfall at traditional support venues. This reflects a shift in how people engage with help – increasingly, support must be brought to them. As the needs of our customers change and become more complex, proactive outreach and a deep understanding of vulnerability are more important than ever.

- 87% of the public are thinking about energy savings at home.
- Energy bills remain the top concern among household expenses.
- Awareness of support for Low Carbon Technologies (LCTs) is low (only 16–17%).
- Renters and younger people are disproportionately impacted and more likely to take cost-saving actions, including extreme measures like skipping meals or using food banks.

Source: DESNZ Public Attitudes Tracker (Spring 2024).

Fuel Poverty remains a critical concern, according to the latest data:

- In the Northeast, 10.9% of households were in Fuel Poverty in 2024, falling slightly to 10.1% in 2025.
- In Yorkshire and the Humber, the figures were significantly higher: 17% in 2024, projected to fall to 14.2% in 2025.
- The Fuel Poverty gap – the additional amount needed to lift a household out of Fuel Poverty – stands at £289 in the Northeast and £417 in Yorkshire and the Humber.

Source: Government Sub-regional Fuel Poverty in England, 2024 report.

Understanding customer needs through data and engagement

A strong, up-to-date understanding of the challenges our customers face is fundamental to the success of our vulnerability strategy. Our approach rests on two pillars:

1. **Vulnerability data** – which gives us the quantitative insight we need to identify areas of need, measure progress, and target support effectively.
2. **Customer and stakeholder engagement** – which provides the qualitative insight into lived experiences and changing expectations, helping us deliver support in ways that are meaningful and responsive.

By combining these two sources of data, we're able to shape services that are both evidence-based and empathetic – services that meet customers where they are.

1. Priority Services Membership (PSM) Database

We are committed to maintaining the most accurate and high-quality PSM database possible. While our overall membership size may be smaller than some, the strength of our data lies in its reliability, depth, and practical value. This enables us to know our customers well and provide the right support at the right time. The database is maintained through regular data cleansing, supplier flows, and targeted campaigns with local partners, ensuring it remains current and reflective of customers' changing needs. How this data shapes our services is explored further in 'Proactively identifying and supporting our vulnerable customers' (Page 11).

2. Partner Data

Partner-specific data from water and utility companies, gas distribution networks (GDNs), other DNOs, local authorities, and local resilience forums enable a detailed view of customer needs and infrastructure capabilities. We are increasingly sharing our data and capturing partner data sets through Open Maps, which enriches the overall picture of our region and customers' needs.

3. Third-Party Data

When conducting campaigns, we frequently use third-party data to access non-public information about our customers and demographics within our service region. Social media campaign organisations can layer their data with ours, enabling more granular targeting and effectiveness of messaging, particularly in areas where we know PSM eligibility is high, but uptake is low. This includes insights into social media usage and preferences, key influences, and customer trends. This year, we also ran our PSM database through external sources for validation (see 'Proactively identifying and supporting our vulnerable customers' on page 11).

4. External Data

Data from public and third sector organisations is crucial for capturing information about local populations. For example, data from Citizens Advice provides insights into calls about fuel debt, while organisations such as Marie Curie provide information on medically dependent customers. Our delivery partners also keep us informed on the barriers to support and challenges experienced by our customers.

Crucially, we focus not just on collecting data, but on ensuring its quality and applying it in meaningful ways to inform our policy and practice. Reliable, up-to-date information is essential to accurately identify who needs help, when, and how. This commitment to data integrity means we can confidently put vulnerability at the heart of our operations and ensure no one is left behind.

Case Study: Strengthening Community Resilience through Data Sharing



As part of our ongoing commitment to strengthening resilience and supporting our most vulnerable customers, we contacted all local authorities and resilience partners in 2024 ahead of the winter period. Our aim was to ensure they were registered with Resilience Direct, the UK Government's secure platform for multi-agency coordination.

This initiative, which has been in place for a number of years, ensures that all relevant partners can access key information about customers registered with us for the PSM – helping them plan proactively and deliver targeted support during incidents such as power outages or severe weather events. In addition, some partners integrate our data into their own vulnerability dashboards, helping them build a more complete picture of local needs and connect residents to a broader range of services beyond emergency situations.

Through data sharing agreements, 20 partners have signed up to securely access vulnerability data when needed. Due to the sensitive nature of the information, access is granted only through Resilience Direct and requires each partner to sign an information sharing protocol. This ensures that data is handled responsibly and only used to enhance the coordination of support for those most at risk.

Our commitment to real-time support doesn't stop there. In support of our 24/7 information sharing arrangements, we've created a comprehensive Stakeholder Map and shared PSM details through the secure platform. During major incidents, we also provide additional data on request to resilience partners to inform their local response efforts. This includes:

- Hourly tabular reports showing the number of premises off supply, broken down by indicative Local Resilience Forum (LRF) area;
- Detailed address-level reports of affected properties, which can be filtered by LRF area, customer vulnerability status, and estimated time of power restoration, where known.

By making this information available in a timely and accessible format, we help our partners deliver faster, more accurate, and more coordinated support to those in need. While this is especially critical during major incidents such as power cuts or extreme weather, it also enables partners to identify and assist vulnerable customers, flagging them to local services and support they might not otherwise access.

"Northern Powergrid has demonstrated a clear commitment to engaging with its customers to help ensure their views inform decision-making. The Independent Stakeholder Group has observed a growing emphasis on considering the needs of customers in vulnerable circumstances across the network, and encourages continued progress in this area."

- Chris Murray
MBE, Chair
of Northern
Powergrid's
Independent
Stakeholder Group

Engagement and insight

Tackling vulnerability is not about one-off interventions, it requires sustained collaboration, evidence, and listening to those with lived experience. Engagement with stakeholders, customers and their representatives paints a richer and more nuanced picture that, coupled with data, drives insight that shapes both our strategy and actions.

This year, we engaged with more than **4,300** customers and stakeholders around vulnerability topics and challenges through multiple events and channels, from research directly with customers through to regular forums with community energy and social housing stakeholders.

We engage in order to:

Understand customers' evolving needs and vulnerability trends

– From our partners' feedback this year, we know that footfall is decreasing, leading us to review our proactive outreach for Fuel Poverty and Home Decarbonisation services.

We also heard that the value of participation in flexibility is a real barrier for vulnerable customers, leading to the exploration of potential flexibility innovation projects. From customer insight, we know that whilst the number of customers worried about bills

"As well as being focused on a very appropriate and vulnerable target group, the session was a great mix of information and practical discussion, and the group on my table were from diverse organisations and we all had something to contribute and learn on the day."

- Delegate at Stronger Together event

is coming down, many are still taking cost-saving actions, and we need to continue to offer comprehensive support.

Shape and test our services – This year, we have tested our communications with multiple customer groups across different channels to understand customers' needs, particularly in relation to accessibility.

This has included reviews of our website, PSM promotional materials and our welcome packs. As a result, we have increased the prominence of key information on the website, such as 105, and developed Easy Read brochures for partners and customers. While designed for accessibility, these materials have been widely appreciated across the board, with feedback from partners suggesting that customers without specific communication needs prefer the Easy Read formats. We also reviewed the stock on our customer service vehicles (see page 13) to improve the front-line support we offer during power cuts.

4,300+

Customers & Stakeholders engaged

Case study: Industry-Leading Research on Customer Personas and the Energy Transition



In last year's report, we outlined the launch of a project aimed at better understanding and supporting customers through the energy transition. As part of this, we commissioned independent research with market specialists Mustard. This industry-leading study, the first of its kind for

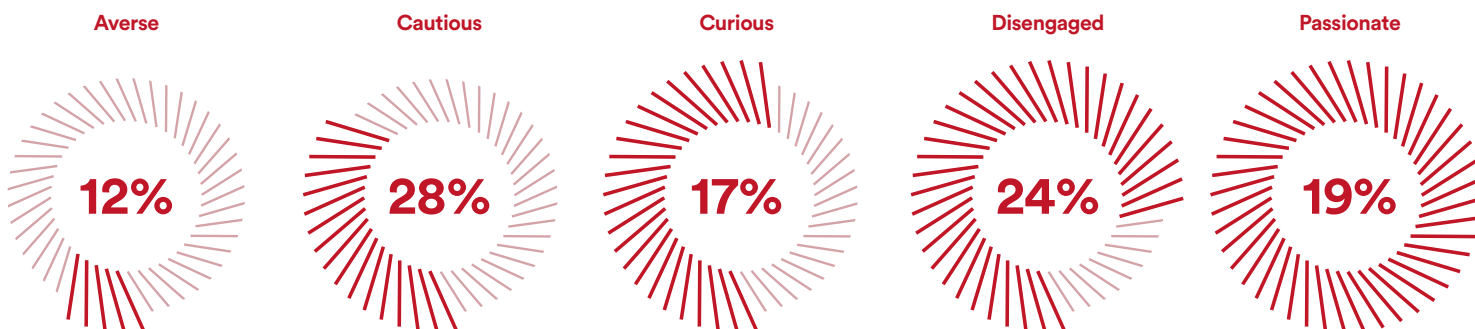
a DNO, engaged over 2,000 homeowners, landlords, and tenants through a mix of online communities, focus groups, and quantitative surveys. The objective was to identify barriers preventing customers from adopting LCTs and to understand the varied needs within a large, often overlooked group. These are customers who sit above the eligibility threshold for schemes like ECO but still lack the confidence, knowledge, financial security or motivation to act alone. Segmenting this group gave us a clearer view of their behaviours and helped us design more targeted, inclusive services.

The research delivered insights and trends across all customer groups. A clear majority (75%) of customers say that reducing household energy consumption is a personal priority. Sustainable behaviours like recycling (88%), switching off unused lights and plugs (85%), reducing heating

use (82%), and replacing bulbs with LEDs (66%) are widely adopted. Yet, when it comes to taking bigger steps, like installing LCTs, cost remains the main obstacle. Eight in ten respondents say LCTs are too expensive, and awareness of financial help is very low. Only 17% are aware of any LCT support schemes, and just 16% know about support from Northern Powergrid.

The findings show that customers are not just looking for information — they want it delivered in the right way. Trust and clarity are essential. Advice must be accessible, simple, relatable, relevant, and grounded in real-life experiences. When asked who they trust most to give that advice, half of all customers cited Citizens Advice.

To go deeper, the research developed five customer personas — each capturing a distinct combination of attitudes, motivations, and barriers to engagement. These personas have formed the foundation of a practical playbook for us, shaping customer outreach, support services, and communication strategies (see page 25).



1. The Averse (12%): Typically older, retired males who own their homes outright. This group is deeply sceptical of new technologies, driven only by financial savings, and largely dismissive of environmental arguments. They fear disruption, don't trust installers, and doubt the return on investment given their age.

2. The Cautious (28%): Women aged 26–65, often with children and mortgages. They are financially motivated and open to changing behaviour but feel overwhelmed by the complexity and cost of adopting LCTs. Encouragingly, 93% say that good advice and support would help them consider making changes.

3. The Curious (17%): Affluent older homeowners, often in conservation areas. This group is well-informed and environmentally-conscious but faces structural barriers like planning restrictions and cost. They are receptive to tailored advice and motivated by both environmental and financial considerations.

4. The Disengaged (24%): Often older, lower-income women who own their homes. They show little interest in sustainability, struggle with digital exclusion, and are wary of any disruption. Traditional advice has minimal impact. Reaching them will require sustained and supported engagement through trusted intermediaries.

5. The Passionate (19%): A mix of younger adults and low-income seniors who are highly engaged with climate issues. Despite financial constraints and property-related limitations, they are proactive and keen to act. A remarkable 95% said that tailored advice would help them move forward.

This work marks a step change in how we understand our customers—not as a homogenous group, but as individuals with unique needs, values, and barriers. We have shared this insight with our partners and with the other DNOs in order to inform and shape wider support services.

Our strategic approach to addressing consumer vulnerability



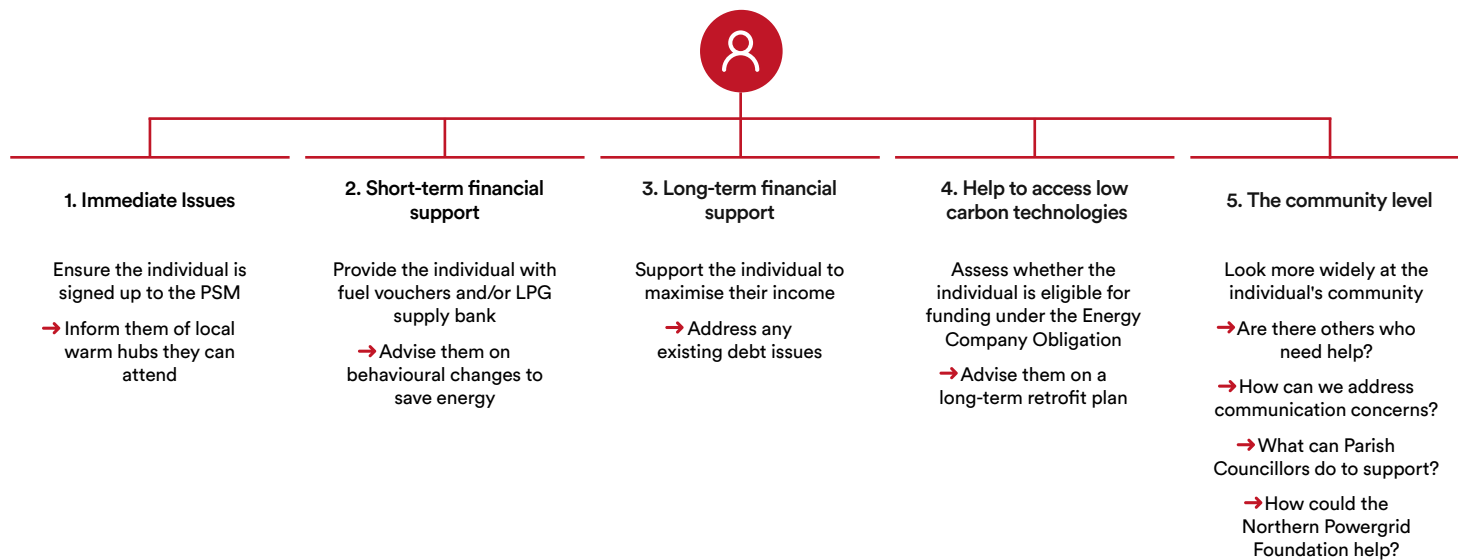
Our primary mission is still to provide exceptional support and assistance to our vulnerable customers, in line with our role as a DNO and DSO.

We continue to achieve this through three targeted programmes of support: our PSM, which provides tailored assistance for those who need it before, during and after a power cut; independent, expert advice to help customers navigate Fuel Poverty; and our Home Decarbonisation initiative, which offers guidance on adopting low-carbon technologies (LCTs) to support the transition to a more sustainable future.

Our whole-person approach

While our strategic approach to addressing consumer vulnerability remains the same, we have advanced the integration of our services by implementing new operating models that embed a whole-person approach. This holistic approach allows us to address not only immediate energy concerns, but also broader, interconnected personal and financial challenges faced by vulnerable customers.

We take time to understand each individual's circumstances and consider the bigger picture, encompassing factors like financial strain, poor housing, health conditions, and social isolation. We provide the immediate help they need while also connecting them to wider services from other organisations, so the support we offer reflects where they are on their energy journey and makes a lasting difference. Our whole-person approach follows a five-step model designed around individual customer journeys, illustrated in the diagram below.



Personal and financial resilience

We start by addressing the immediate issues expressed by the customer, recognising that trust and engagement depend on meeting them where they are. This includes enrolling customers onto the PSM, signposting them to local warm hubs, providing advice on energy saving and hardship funds, and issuing support such as fuel vouchers or food bank referrals. To support long-term financial resilience, we assess their eligibility for benefits and help them manage debt. This early focus on personal and financial needs has proven essential; our LCT pilots showed that engagement with home improvement services was much higher when customers had already received support in these areas.

Home

Once trust has been built and financial stress reduced, we look to understand the customer's home. We identify opportunities for improvements, such as insulation, smart meters or LCTs, and support them in accessing funding through schemes like ECO. This stage is more successful when it follows earlier personal support, rather than leading with technical advice alone.

Community

Finally, we consider the customer's role within their wider community. This includes identifying opportunities to reach others facing similar challenges, strengthening local networks of support, and encouraging wider take-up of energy and financial resilience services.



Strengthening our vulnerability strategy

Our vulnerability strategy has been reinforced and strengthened over the past year in three main areas: (i) Embedding vulnerability in our internal culture through training and governance, (ii) Stronger Together - our long-standing partnerships programme, and (iii) Measuring social impact.

Embedding a focus on vulnerability via culture, training, governance and processes

Over the course of the year, we have continued to embed a focus on consumer vulnerability across all levels of our organisation, from senior leadership through to our operational teams. We are committed to strengthening this culture by investing in the right governance, training, and support systems to ensure vulnerability is recognised and addressed at every stage of the customer journey.

This begins with clear leadership and accountability at the Director level, but extends throughout Northern Powergrid as a shared responsibility. Our colleagues are equipped with the tools and knowledge they need to recognise the signs of vulnerability and respond with care, ensuring that no customer is left behind.

Our approach goes beyond meeting the needs of PSM. We are building a workforce that is confident in supporting all customers in vulnerable situations. The developments outlined in the following sections demonstrate how we have continued to embed this culture over the past year.

Culture and training

Our commitment to a vulnerability-focused culture is reflected in the consistent and comprehensive training delivered across Northern Powergrid. From inductions onwards, every colleague is equipped to understand and respond to consumer vulnerability, with refresher training taking place every 24 months to ensure this knowledge remains current. Over the past two years 100% of our workforce completed vulnerability training.

Alongside our core training offer, we also provide specialist sessions tailored to specific teams. These are designed to reflect the different ways in which colleagues may encounter and support customers in vulnerable situations, particularly those linked to the most common issues raised through our contact centre. This ensures our training remains focused on real world needs and that every part of the organisation plays a role in delivering a high standard of support.

Case Study: Customer-Centric Mindset



As part of our ongoing drive to deliver 10 out of 10 customer satisfaction, we have re-written our vulnerability training with a renewed focus on delivering excellent customer experiences through empathy, care, and proactive support.

The revised training builds on our 'Power of 10' customer-centric mindset, reinforcing the idea that every colleague plays a role in supporting customers, particularly those in vulnerable situations. This is guided by our five 'Power Principles', which guide how we act and make decisions every day. These principles empower colleagues to deliver a 10/10 experience in every interaction, no matter the vulnerability or complexity of the situation.

This year, we launched a brand-new online training course available to all employees, with a focus on customer-facing and customer service teams. The course introduces colleagues to key concepts such as what vulnerability is, how to spot it, and how to respond effectively. At its heart is the fundamental principle of caring, supporting customers not because it's expected, but because it's the right thing to do. It also places strong emphasis on active listening, helping colleagues truly understand each customer's individual circumstances, rather than making assumptions or placing them into predefined categories. Staff are equipped with practical tools and techniques to provide sensitive, confident support, with modules covering conversational structures, suicide awareness, and end of life care.

A total of **1,226 colleagues** have completed the new training, including all employees in our customer service directorate, demonstrating strong engagement. The course is now also a core part of our onboarding process, ensuring new employees begin their journey with a clear understanding of our expectations and values. This marks a key step in embedding a culture

of care and accountability across our business, one that connects our values to actions. This reflects our belief that delivering for vulnerable customers is not just a compliance measure, but the right thing to do as part of our role in the community.

Case Study: Internal Training for Specialist Teams



To ensure our colleagues are equipped to offer meaningful and sensitive support to all customers, especially those in vulnerable circumstances, we have strengthened our internal training provision through partnerships with expert organisations. This year, the Samaritans trained 12 colleagues, the Alzheimer's Society trained 11, and Mind trained 10. Each group delivered training sessions tailored to the needs of our key teams across the business. These sessions were introduced in response to gaps identified by our vulnerability specialists and are part of a wider strategy to embed enhanced training into our BAU approach.

The training has had a clear impact. It has increased individual confidence in how to respond in crisis moments, deepened our understanding of complex and often hidden vulnerabilities, and created a supportive learning culture across the business. Team feedback has been overwhelmingly positive, with many colleagues describing a greater sense of reassurance in how they approach sensitive conversations. We also see this as an investment in our people's wellbeing, empowering them not only to support customers more confidently but also to reach out if they need help.

Many of those trained include quality coaches, who are now sharing their knowledge more widely across teams. These individuals are known points of contact for specific vulnerabilities, creating an informal but effective peer support network across the contact centre. This approach is being integrated into our internal development programmes to build lasting capacity and ensure we continue to offer both responsive and compassionate service where it's needed most.

Case Study: Fuel Poverty Training



To strengthen our ability to support customers experiencing Fuel Poverty, we partnered with Citizens Advice Durham and Newcastle to deliver targeted, in-person training to our frontline teams. Representatives from both organisations led sessions for our PSM team and contact centre team leaders, sharing first-hand insights into the challenges faced by customers struggling to afford their energy bills.

The training was designed to raise internal awareness, improve understanding of the wider context of Fuel Poverty, and empower colleagues to make more informed referrals to external support services. This initiative has helped ensure that vulnerable customers are not only heard but connected with the right help at the right time. This work is now being built into a broader approach to training and partnerships, ensuring that Fuel Poverty remains a visible and urgent priority within our operations.



Increased resource and improved processes

Over the past year, we've continued to strengthen our approach to consumer vulnerability by investing in the people and processes that enable us to provide effective support. This means ensuring our teams are well-placed, well-prepared, and well-equipped to provide the highest quality support to customers who need it most. By increasing resources and refining our internal processes, we are embedding consumer vulnerability more deeply into everyday operations and decision making across the business.

Case Study: Expanding Our Vulnerability Team



Over the course of ED2, we have significantly expanded our approach to vulnerability, growing our central team to a network of eight core specialists leading the business on key improvements and delivery. They are supported

by wider internal teams and external partners. Our team has dedicated resources targeting Priority Services outreach and recruitment, vulnerability advisory and partnership management, social impact analytics and performance, community energy, and Warm Hubs. This growth reflects our commitment to embedding vulnerability expertise across the business and ensuring we are equipped to meet the needs of the customers and communities who rely on us.

Alongside our core team of vulnerability specialists, driving improvements, we have a team of committed front-line delivery colleagues. Our 12 customer service responders are available from 6am to 7 pm, Monday to Friday, and during major incidents. In parallel, 12 specialist contact centre agents work around the clock on a 24-hour shift pattern to ensure our PSM customers can speak to someone whenever they need support. These teams are supported by 24 operational colleagues who incorporate vulnerability services into their wider role. This structure ensures we can deliver consistent, expert support both day and night.

A key part of our expansion has been the creation of a new Community Energy team, positioned within the Vulnerability department. We made the strategic decision to recognise the interconnected relationship between individual vulnerability

and wider community resilience, particularly as the energy system becomes more complex. This reflects the final stage of our whole-person approach, moving beyond the individual to consider the role of communities in supporting energy equity and resilience.

Community ownership and leadership of energy projects has been shown to improve their long-term success, but these groups often face barriers in funding, capacity, and engagement. Our team acts as a bridge between the needs of vulnerable customers and the opportunities presented by community energy, working to help groups develop projects, apply for funding, and access training.

This approach ensures that the benefits of the transition to DSO can be shared fairly, and that community-led initiatives become part of our long-term strategy for supporting vulnerable customers. By linking individual and community needs, we are building a more inclusive, people-focused energy system, where no one is left behind.



"[Northern Powergrid has demonstrated] a clear commitment for improving the outcomes for customers in vulnerable situations"

- Quote from BSI

Case Study: BSI Audit Assurance



As part of our continued commitment to delivering inclusive services, we underwent a full reassessment this year for the British Standards Institute (BSI) 22458 Inclusive Service Kitemark. The audit provided independent assurance that we are maintaining and improving high standards of service for customers in vulnerable situations.

The assessment found no new areas of weakness and recognised the progress we've made over the past 12 months.

Of the five areas for improvement identified in last year's audit, three have now been fully addressed and closed, with notable advancement on the remaining two. These relate to website accessibility, a focus area we have since addressed through the launch of our newly designed site, built with accessibility at its core.

This external validation reinforces our approach and helps ensure we remain accountable. We will continue to use the insights gained from these annual assessments to drive further improvements and strengthen the inclusivity of our services.

Stronger Together – our longstanding partnership programme

We know we can't solve every problem alone, but as a trusted and embedded organisation in the region, we have a responsibility to lead – by understanding, partnering, and advocating for those whose voices are too often unheard. Our progress over the past year reflects our commitment to this role. By continuously listening to our customers and working with partners across sectors, we aim to create a more resilient and inclusive energy system for everyone. Our network of partnerships is comprised of four key groups and forums, which enhance our capacity to deliver effective, localised support, as illustrated below.

Partners Together



Stronger Together



Northern Inclusive Energy Group



Industry Partners



Made up of 15 delivery partners across our service region, this network facilitates best practice sharing and collaboration among our partners who are working to deliver consistent first-class support under our Fuel Poverty and Home Decarbonisation programmes. The focus this year has been on deep dive engagement with each partner to identify best practices and maximise customer benefit across services.

The Stronger Together network is a wider group of frontline organisations, made up of 1,350 partners who are supporting vulnerable customers and communities in our region. This year, we have expanded our scope and re-focused on more strategic, long-term decision-making for future activities as well as the day-to-day vulnerability support offered collectively.

Made up of 8 members, this group challenges the business and advises on future developments. The group has been in place since 2011, and in 2025, their role was reviewed to focus on the needs of vulnerable customers and an equitable energy transition from 2028 and beyond.

We partner and collaborate with other industry players to establish data-sharing agreements and work on vulnerability issues within our service region. This ranges from formalised data sharing with water and energy suppliers, our cross-utility forum where we discuss shared or aligned services, and individual partnerships like our work with NGET around jointly promoting the PSM through health partners.

Our partnerships remain central to our ability to deliver meaningful outcomes for vulnerable customers. While our core structure has remained the same, this year saw a strategic shift in focus across our engagement layers, particularly within Stronger Together and the Northern Inclusive Energy Group, as we worked to deepen collaboration and encourage forward-looking insight. Established programmes like winter preparedness and the PSM remain vital, but we are now moving beyond repeat conversations to deliver greater value by focussing on innovation, flexibility, and what the future holds for those most at risk.



How partner insights have influenced our services

Partner feedback	Our response
We are seeing decreased footfall but fear that people may be falling through the gaps.	Expanding services to include digital forums like our Energy Choices Tool and strengthening referrals through our whole person energy approach.
We are all experiencing language and communications barriers when delivering support and services.	Introducing BSL training across our direct service partners and producing PSM and power cut advice in 10 different languages, with materials available to partners.
There is greater value for partners and the customers and communities we serve through collaboration rather than competition – Northern Powergrid can enable this.	Commitment to more collaborative sessions through the Partners Together Forum in 2025/26 sharing best practice, tools and training.
Sharing best practice is useful but we should also share unsuccessful or incomplete customer case studies to understand where we can collectively improve.	Commitment to share more widely with our partners the less successful customer case studies which we can learn from.
Vulnerable customers can find it hard to see the value in participating in flexibility.	Developed a partnership with E.ON going live in 2025 which pilots flexibility participation with vulnerable and fuel poor households through installing battery storage.

Over the past year, our engagement has matured, with more focussed interactions, tailored 1:1 sessions, and deeper collaborative thinking. We've learned from our partners, responded to their insight, and started to shift our relationships to a more future-focused approach. This evolution is reflected in the case studies below.

Case Study: Evolving the Stronger Together Network



Over the past year, the Stronger Together network has shifted from a focus solely on established vulnerability support to playing a more strategic role in shaping future facing activities. While still supporting core areas such as winter preparedness and the PSM, the network has

broadened its remit to contribute to wider themes including energy futures and innovation.

This year, **four** sessions were held focusing on practical preparedness. These explored issues such as accessibility during power cuts, equipment needs like van kits, and how best to support vulnerable customers with essentials such as heating and lighting. Partners contributed insight into the lived experience of their communities, helping build the case for improved approaches and tools.

Alongside this, new sessions opened space for partners, particularly those with specialist knowledge, to inform emerging priorities. In-person and online workshops explored what innovation should look like for vulnerable customers, how to identify unintended consequences or inequality, and how to ensure that future energy systems and flexibility services work for everyone.

By engaging expert partners, Stronger Together has begun to build capacity across the network. This has enabled more meaningful contributions not just to immediate service delivery, but also to broader strategic planning,

including the future of flexibility, low-carbon technologies, and inclusive energy participation. This maturing role, which supports both the needs of the current network and the future energy system transition, will be central to the continued value of the Stronger Together network.

Measuring social impact to drive our vulnerability programme

We have built on our impact measurement processes, to drive robustness and ensure that we understand the multi-layered impact of our support on customers. Our Social Return on Investment (SROI) modelling remains a central pillar in understanding what works, where to improve, and how best to scale delivery for the greatest benefit. We continue to build on the principles established in year one—ensuring our social value measurement is grounded in robust modelling, independently assured, and actively used to inform decision-making.

Our approach to SROI modelling is built on four core principles:

- **Comprehensive data collection from the ground:** Capturing real-world insights ensures our modelling reflects the lived experiences and needs of our customers.
- **Evidence-based and robust modelling:** A consistent, transparent methodology allows us to quantify impact accurately and track progress over time.
- **Independent audit and assurance:** Third-party verification builds trust and ensures our social impact modelling meets recognised industry standards.
- **Impact on senior decision-making:** Embedding insights gained from social impact measurement into strategic decisions helps us design future programmes of support and maximise the support services that deliver the greatest benefits to customers.

Principle 1: Comprehensive data collection

We recognise that effective measurement starts with high-quality, consistent data. Over the past year, we have worked with our delivery partners to standardise reporting processes across the network - ensuring that every stage of a customer's journey is captured. With over 75+ advisors across 15 partners, consistent data recording has enabled us to capture a more complete picture of customer outcomes.

For example, we found that some Citizens Advice advisors were not recording support types which they considered insignificant, such as referring customers to free dental care, school meals, or social tariffs. Ensuring these services are reported and captured in our social value measurement resulted in a marked increase in the volume of interventions captured: from 24,850 in Year 1 to 68,000 in Year 2.

+173%

increase in the volume of interventions captured from year 1 to year 2

In parallel, we engaged Sirio to review all possible advice types offered to customers and link these to appropriate proxies from the ED2 DNO Rulebooks. This significantly reduced the number of interventions being delivered by our partners that are not quantified in our SROI modelling, ensuring more comprehensive capture of benefits and a more accurate reflection of the support delivered to each customer.

Principle 2: Evidence-based and robust modelling

Our social value models are built on a foundation of automated data processing and robust governance. This year we launched a fully automated data processing tool that ingests partner-reported activity, links it to the appropriate proxies in the rulebook, and updates each partner's respective SROI model in real time. This has substantially reduced the risk of human error, while keeping our SROI models up to date and improving our ability to track partners' performance continuously.

In addition, all our SROI models have been updated to align with the new ED2 DNO Rulebook, ensuring consistency with other DNOs. This alignment ensures that our reported results meet regulatory expectations while also enabling comparability across the sector. It also means that our social value estimates are rooted in independently agreed proxies that capture tangible benefits such as energy savings, debt write-offs, and income maximisation.



Principle 3: Independent Audit

To ensure the integrity of our social value measurement, all our SROI models have been independently assured by Sirio, to ensure alignment with the ED2 DNO Rulebooks. This provides robust validation that the outcomes we report are accurate and consistent with industry standards.

Our embedded Citizens Advice Performance and Quality Officer plays a key role in improving outcome tracking and ensuring consistent delivery across the Citizens Advice network. The Officer supports partners in recording complete customer journeys, driving standardisation and the sharing of best practice between branches.

The Officer also audits customer satisfaction (CSAT) scores.

Any score of 1–5 triggers a formal review, requiring a written explanation from the delivery partner. The Officer then provides follow-up support to the delivery partner to address the issue. This ensures prompt action where service levels fall short and helps to continually raise standards.

In addition, Citizens Advice conducts its own internal audit process, assessing the quality of advice delivered across the network. This ensures consistency with national Citizens Advice standards and further strengthens confidence in our delivery model.

Together, these layers of assurance give us confidence in the quality and consistency of our delivery and ensure our social value models are based on reliable, robust impact measurement.



Principle 4: Impact on senior-level decision-making

We use the outputs of our robust impact measurement to drive better decision-making and ensure that insight is translated into meaningful action. We continue to embed SROI outputs into our strategic planning, contract management and programme development processes. We have included some of the clearest examples of how we use SROI to influence our senior level decision-making below:

- We used indicators such as SROI and NPV per customer to inform the design and rollout of our Home Decarbonisation programme. Following a successful pilot in year one which delivered £1.16m of social value for just 700 customers, we scaled up the Home Decarbonisation programme to deliver LCT advice to more than 5,000 customers in year two.
- We developed and implemented a bespoke scoring matrix to inform partnership decisions. This matrix assessed each delivery partner based on social value measurement outputs, contract cost, quality of advice provided (indicated by CSAT scores), and partner capacity.
- Based on this analysis, we made the decision to discontinue two pilot schemes where delivery volumes were low, quality of advice did not meet expectations, or contract costs outweighed impact. This allowed us to focus investment on the partnerships delivering the greatest value for customers.
- We chose to expand our partnership with Communitas, an organisation which performed well during the pilot. We chose to double their target delivery volumes, helping them to support more customers by reworking our referral pathways to direct more customers through their LCT services

These changes were directly driven by our impact analysis and exemplify how we apply learnings to improve customer outcomes.

Looking ahead to ED3, the insights generated through our SROI modelling are helping shape our future programme design. We are already forecasting the value of potential new services and modelling the impact of different delivery scenarios to ensure our plans remain ambitious, cost-effective, and centred on the needs of our most vulnerable customers.

"Northern Powergrid's funding means that we continue to help clients, who we strive to get the best outcomes for. We work closely with all partners and our reporting on the Social Return on Investment speaks for itself."

- Vicky Elmsley,
Performance
and Quality
Officer,
Citizens Advice
Leeds

Proactively identifying and supporting our vulnerable customers



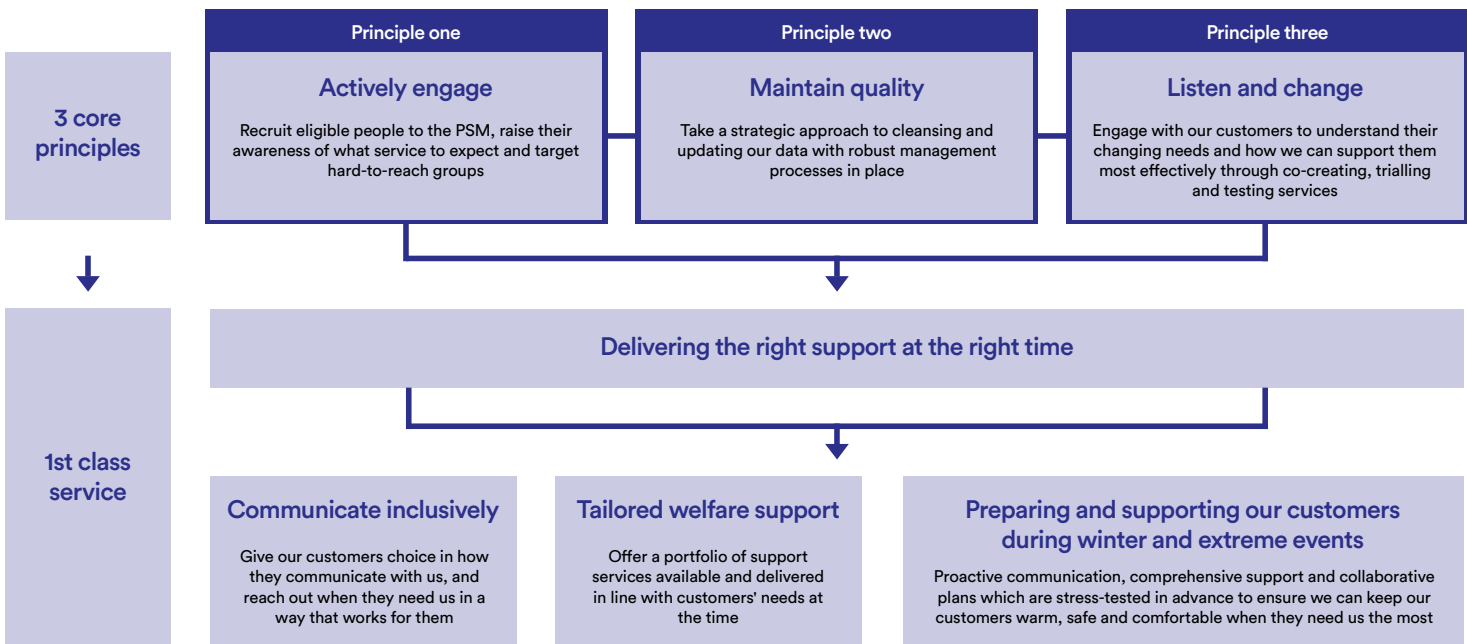
Strategy and approach

At the heart of our vulnerability strategy is our core role as a network operator: to keep the power on and ensure a safe, reliable energy supply for our customers. With 99.99% reliability, most customers won't experience a power cut in a typical year — but when they do, especially those in vulnerable situations, our role becomes critical.

We're committed to ensuring our customers and communities are well-prepared and resilient in the face of power cuts. Our emergency response for vulnerable customers relies on accurate, high-quality Priority Services Register (PSR) data and a clear understanding of customer needs. To help reduce stigma and encourage sign-up, we've rebranded the PSR as the PSM, reinforcing a sense of support and community.

While the PSM is designed to identify customers who may need additional support during outages, we understand that vulnerability is complex and often influenced by wider factors such as affordability, isolation, or health challenges. That's why our strategy goes beyond the outage itself. Through partnerships, staff training, and holistic service design, we offer support that helps customers manage day-to-day challenges and build lasting resilience. All our staff are trained to recognise vulnerability in its many forms and respond with care and confidence, ensuring no one is left behind.

Our approach to supporting vulnerable customers during supply interruptions is underpinned by three key principles:



Together, these principles enable us to deliver a first-class, inclusive, responsive, and compassionate service to vulnerable customers, ensuring that, no matter the situation, help is always at hand.

Our progress in supporting vulnerable customers

This year, we have made significant strides in supporting our vulnerable customers, strengthening both the reach and quality of our services.

We exceeded our Year 2 target for our PSM, increasing our reach from 63.9% to 76%. This 18.9% increase reflects a focussed effort on both improved data sharing and targeted recruitment. This achievement highlights the success of our proactive approach in identifying and registering customers who may need additional support.

Beyond reach, we've invested in enhancing the support and service experience for those on the Priority Services Membership. Our efforts have focused on three key areas:

- **Empowering our people** – We've continued to equip our colleagues with the right tools and information to offer tailored support to customers in vulnerable situations. This includes new resources within our Customer Service Hub, which supports real-time tracking, enabling colleagues to order additional support where needed, and ensures customers receive consistent up to date information.

- **Delivering first-class services** – We completed a full review of our major incident support offer and implemented a series of improvements. As a result, our field responders are now reaching and supporting customers faster and more effectively than ever before. We've substantially increased both the quantity and quality of welfare support provided during incidents, from hot food and drinks to bespoke on-site assistance. We remain the only DNO to offer on-site customer support as a BAU service, giving us a critical advantage in delivering consistent care.
- **Building customer confidence** – Through our 'Prepare today, safe tomorrow' campaign, we've helped more customers understand what to do in an emergency, who to contact, and how to access extra support. These communications are ensuring that more people feel informed, reassured, and ready—whatever the circumstance.

Together, these developments reflect a joined-up and people-centred approach, focused on improving both the reach and quality of our support for those who need it most. This is reflected in 90.2% customer satisfaction with our PSM services this year.

▼ Actively engage - PSM recruitment

We know that the best way to support our customers is to understand their needs. That's why we believe it's important to get to know who's living behind every door in our network — so we can offer the right help, at the right time, in the way that works best for them.

We also understand that life changes and so can circumstances. That's why we have processes in place to regularly check in, update our records, and make sure we're aware of anyone who might need a bit of extra support, especially during a power cut. The quality of our data is central to delivering a first-class service. Customers aren't just added to the list; we maintain regular contact to ensure we understand not only that support is needed, but how best to tailor that support to their individual circumstances.

We have set an ambitious target for our PSM numbers by the end of the price control, in line with other DNOs. This year, we have made significant progress towards our 2028 target with **193,487 new PSM sign-ups**, and **76% of eligible customers** signed up for the PSM by March 2025. We've achieved this through targeted recruitment and robust data sharing.

We've learnt over many years what works best when it comes to connecting

people with the support they need—and we're always improving. We make sure more eligible customers know about and join our PSM through:

- **Using smart data to guide us** - We use tools like Open Maps to spot areas where lots of people could benefit from the PSM but haven't signed up yet, so we can focus our efforts where they're most needed.
- **Raising awareness, not just promoting sign-up** - We don't just talk about the PSM, we also explain the full range of support that's available, so people understand how and when we can help.
- **Spreading the word far and wide** - Our outreach campaigns run across many different platforms to make sure we reach as many people as possible, wherever they are.
- **Focusing on harder-to-reach groups** - We know not everyone gets their information the same way. That's why we work closely with trusted local leaders – like faith groups and community organisers – who are trusted voices in their communities. This helps us reach people who may be digitally excluded or have specific communication needs.



Case Study: Insight-Led Design and Inclusive Outreach for Priority Services Membership



In 2024, we reviewed our Priority Services Membership (PSM) communications to make them more accessible, inclusive, and effective. This work was grounded in extensive engagement, including a PSM customer survey, vulnerability mapping, a citizen panel, and co-design workshops with stakeholders.

From this research, clear themes emerged:

- Customers value clarity, brevity, and plain English.
- Visual aids, infographics, and icons improve understanding.
- Materials should support, not replace, verbal conversations—especially for advocates.
- Accessibility needs vary widely, so both print and digital formats must be offered.

In response, we created a new **Easy Read PSM booklet**, now widely used across our customer base. Key improvements include:

- Larger A4 format, 16pt font, increased white space
- Short paragraphs, bullet points, and clear emergency contacts
- Translations into 10 languages and a large-print version
- Content aligned with accessibility standards, using straightforward language and structure

While designed for customers with specific communication needs, the Easy Read format has proved valuable for a much wider audience.

We've proactively promoted these resources through multi-channel campaigns and targeted outreach:

"It's a pleasure to lead our Priority Services Membership contact centre team. They show real commitment and dedication to supporting customers when they need us most – always thinking what else we can do to help someone in their moment of need."

- Nicola Chipp, Priority Services Coordinator

- **Carer Charities:** We engaged nine organisations across 12 areas, recognising that unpaid carers often support those most likely to benefit from the PSM.
- **GP Networks and Local Authorities:** All 34 local authorities received winter preparedness packs, and we worked with 40 Leeds GP practices to reach vulnerable patients.
- **Community Engagement:** Our Proactive Customer Responders regularly attend events such as dementia choirs and coffee mornings. We've also carried out door-knocking in 10 digitally targeted areas to encourage direct sign-ups.
- **Cross-Sector Partnerships:** We collaborate with Northern Gas Networks to distribute Easy Read booklets through warm hubs, and with Yorkshire Water and mental health charity Thinking BIG to deliver joint sessions—both in-person and online.
- **Corporate Volunteering:** Our teams have helped raise awareness through organisations like the Yorkshire Cancer Community, Prostate UK, and the Penny Appeal Campus, engaging communities in culturally appropriate ways.

To date, we've distributed:

- **870 English-language Easy Read booklets**
- **900 translated Easy Read booklets**
- **3,850 A4/A5 general power cut advice leaflets**

Digital versions are also available on our website and shared via partners like TEES, ESK and WEAR VALLEYS NHS Foundation Trust.

By combining customer insight with inclusive design and proactive, partnership-led outreach, we're ensuring that our services reach the people who need them most—and in ways that work for them.

Case study: “Proud Northerner” – A Community-Driven PSM Recruitment Campaign



As the winter months approached, we set out to boost awareness and uptake of our PSM. Using Open Maps, we analysed multiple indicators of vulnerability alongside the Centre for Sustainable Energy (CSE) eligibility data and our own PSR

records to identify 10 priority local authority areas. These were communities where eligibility for support was high, but registration rates were low, places where our campaign could make the greatest impact.

The campaign was rooted in a strong sense of regional identity: the pride, resilience, and community spirit of the North. That identity inspired the campaign's name, Proud Northerner, positioning PSM not as a vulnerability label, but as a proactive and community-minded step. We tailored outreach and messaging to each location, using real community stories and regional dialects across social media to build trust and relatability, especially among customers who might otherwise be hard to reach.

We used a wide range of digital and communications channels to reach our customers during both the PSM recruitment and winter preparedness campaigns. These included:



- **Social Media** – We shared regular content across Facebook, Twitter/X, Instagram, and LinkedIn, including animations, infographics, customer stories and winter checklists. As part of a more targeted approach, we trialled posts tailored to specific groups such as carers, older adults and new parents and to local areas. These posts consistently outperformed general content, with one of the most successful being a “Baby’s First Christmas” mini campaign aimed at new parents. Based on this, we expanded targeted posting in the second half of the campaign to increase engagement.
- **Google Advertising** – Utilising paid search ads targeting people searching for information on power cuts, support during winter, or energy vulnerability. Geo-targeted to the 10 priority local authority areas, underrepresented on the PSM and identified via our data.
- **Website** – Our dedicated PSM page with Easy Read forms, translated materials, and eligibility guidance. Our winter preparedness hub with downloadable checklists and advice, with web traffic driven by social, email, partner referrals, and paid ads.

- **Met Office Sponsorship** - Sponsored content and banner placement on the Met Office website, seen by people checking forecasts ahead of bad weather. Delivered timely and trusted winter readiness messages during high-traffic periods.
- **Email Campaigns** - Mass emails and texts were sent to all customers, with enhanced, tailored versions for existing or prospective PSM customers. Emails were timed around clock changes and weather warnings for maximum relevance. Click-throughs linked directly to PSM registration and winter preparation content.

Traditional and Community-Based Communication Channels

– As set out in the previous case study, we shared content with NHS trusts, local authorities, SEND schools, carer charities, and housing associations. Partner organisations promoted materials through bulletins, newsletters, and on-site displays. This multichannel approach ensured the campaigns reached digitally engaged customers via social and search, harder-to-reach groups via partners and in-person engagement, and customers with communication needs via Easy Read and translated formats.

Early signs from our targeted postcode campaigns showed improved sign-up rates. Our digital impact was significant also across our PSM and winter campaigns with:

- Total impressions (Social media, Spotify, Google, Met Office): 5,879,469
- Total clicks to our website pages: 136,440
- Total reach (Social media and Spotify): 742,983

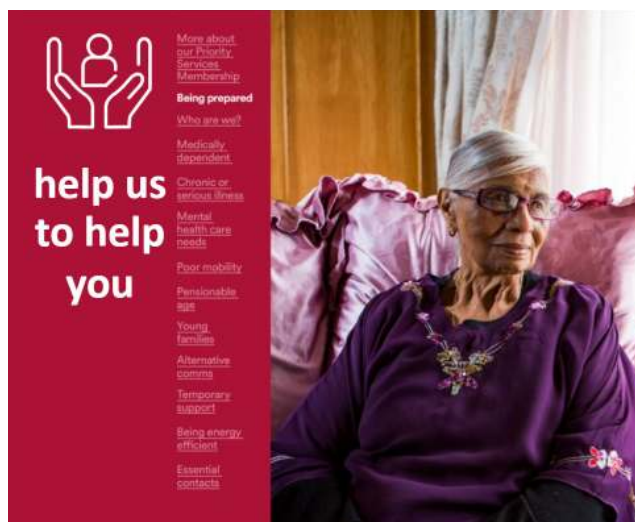
The Proud Northerner campaign reframed vulnerability through the lens of community strength. By working with local voices and focusing on accessibility and trust, we connected with customers who previously hadn’t considered joining the PSM, helping them prepare for winter and beyond.

Maintain Quality Data - The Foundation of Enhanced Support

To provide the best possible service to our customers, particularly those who are more vulnerable during power cuts, it is essential that the data we hold is accurate, current, and robust.

We know that vulnerability is dynamic, it can change quickly due to personal circumstances or external factors such as the cost-of-living crisis or health challenges. That’s why maintaining high-quality data isn’t just important, it’s vital. It helps us understand who needs support, what kind of help they need, when they need it, and where they are so we can deliver the right support at the right time.

Over the past year, we’ve focused on strengthening our approach both internally and in partnership with third parties and industry peers to ensure the PSM is not just growing but improving in quality.



Robust Data Cleanse Process

Our structured and regular cleansing process to validate and update our PSM records includes:

Day-to-Day Updates through Customer Contact

It is embedded in our culture that every customer interaction is an opportunity. Our contact centre teams routinely check in on customers' circumstances and update our Customer Relationship Management (CRM) system with any changes to their needs or details. This ensures the data is as current and relevant as possible. This year trials have begun for in-person calls and enhanced data cleansing.

Data Flows

Our two-way data sharing with energy suppliers allows us to validate our records and enrich our database. Where we've had more recent direct contact, our records take priority. We've also developed new systems and rules to improve the quality and consistency of incoming data—set to launch after user testing.

Automated Data Refresh

For customers who haven't had contact with us in over two years, we initiate an automated check-in process. This includes:

- A text or email asking them to confirm or update their details
- A follow-up message one week later if no response is received
- An automated phone message if we have a contact number but no response to earlier messages

This ensures we maintain a living, responsive database.

Third-Party Validation

To further enhance data accuracy, we ran the entire PSM through Experian and Sagacity systems. These checks flag customers who may no longer be at the registered address or highlight errors in contact information. This additional layer of assurance gives us confidence that we are working with the most accurate and meaningful data available. Following exploration of validating our data with third parties, we've been building a gateway to ensure the quality and validate the accuracy of that information before we amend our records.

Across all our efforts — internal checks, third-party collaboration, supplier data flows, and customer engagement — our goal remains the same: to build a high-quality data foundation that enables us to serve vulnerable customers with empathy, speed, and precision. Because when we understand our customers, we can be there when they need us most.

Listen and change – Insight shaping our PSM services

Our vulnerable customers rely on us most during times of supply interruptions. However, their needs can be complex and change over time due to individual circumstances, the nature of their vulnerability, and the duration of the outage. Gaining a deep understanding of these needs is crucial to delivering services that are tailored, responsive, and provide an excellent customer experience.

Through strategic and targeted engagement with customers facing a wide range of vulnerabilities, we continue to shape and enhance our approach. Over the past year, we have worked closely with vulnerable customers and the people who support them to co-design, test, and refine the support and services we provide.

Case study: How Engagement Shaped our Northern Powergrid's Winter Warmer Packs and Responder Kits



In 2024, we undertook a major review of our winter warmer packs and responder van kits, prompted by insights gathered through targeted engagement activities. These included the Stronger Together workshop and two Citizens Panels, where customers, community partners, and experts

discussed the real-world utility of the existing support kits and tested 20 potential improvements.

The packs were dissected into four functional categories: Light, Heat & Eat, Power, and Keep Calm & Stress-Free. Participants evaluated current and proposed items for each, identifying what mattered most in a power cut.

Key insights from the engagement included:

- Light was considered critical, particularly for people with mobility issues who need to navigate safely in the dark.
- Power ranked highly, especially for those dependent on medical devices or who needed to stay connected with family or emergency services.
- Heat & Eat items were seen as essential in winter, but many participants felt that generic items like socks or hot water bottles were redundant for most households.
- Mental well-being tools, such as colouring books or cards, were welcomed by some, especially for families with children, but were not universally valued.

The engagement also revealed how current kits were often disassembled by our responders, who extracted only the most useful components, typically torches and power banks, while leaving behind items like hats and gloves, which the majority of customers already had.

In response to feedback, we've moved away from a one-size-fits-all approach to winter warmer packs and instead developed a modular kit system. Throughout 2024/25, we carried out engagement, research, and testing to inform a more flexible and effective set-up for winter 2025. Rather than issuing fixed packs, our responders will be equipped with a tailored stock of essential items, allowing them to respond more appropriately to individual needs in the moment.

Through this process, a higher spec, more comprehensive range of tools has been identified. These are being prepared for rollout ahead of Q4 2025 and will include:

- Rechargeable LED torches with built-in power banks
- Hands-free head torches for customers with mobility challenges
- High-capacity power banks suitable for modern devices
- Wind-up radios offering light, power, and information to those in areas prone to mobile signal loss during power cuts
- Simple, effective comfort items like hand warmers and distraction tools like playing cards

This redesigned approach reflects our commitment to co-creation, practicality, and dignity in service delivery, ensuring that each item offered to a customer has a clear purpose and direct value. It also means we're investing our resources wisely, reducing waste by only providing what is needed. This ensures that every pound spent goes further in delivering meaningful support to those who need it.

Case study: Collaboration with Water Companies and Cross-Sector Data Sharing



We continue to work closely with all water companies in our region to enhance support for vulnerable customers. This includes our ongoing participation in the Energy Networks Association (ENA) project, which serves as the industry standard for sharing Priority Services Register

(PSR) data. We continue to work closely with all water companies in our region to enhance support for vulnerable customers. This includes our ongoing participation in the Energy Networks Association (ENA) project, which serves as the industry standard for sharing Priority Services Register (PSR) data across utilities. In parallel, our regional Support for All initiative is helping to ensure that even those water companies not directly participating in the ENA project are still included in data-sharing efforts. This approach helps maintain comprehensive regional coverage.

As a result of these efforts, we have seen a significant increase in PSM registrations. Much of this progress is due to proactive engagement campaigns by water companies, particularly Yorkshire Water, which have helped identify and register many more customers in need of support.

To further improve the customer experience, we are also investigating ways to allow customers to view, access, and amend their PSR data directly. This would give them more control and ensure the information we hold remains accurate and up to date.

Delivering the right support at the right time – 1st Class Service

Communicating inclusively

Through ongoing engagement with vulnerable customers, we've heard a clear and consistent message: they want timely, proactive communication during power cuts and the ability to get in touch with us in ways that suit their individual preferences and needs.

To meet this expectation, we provide a wide range of accessible communication channels, ensuring every customer — regardless of their circumstances — receives accurate, consistent, and useful information.

Our inclusive communication services in summary



Proactive telephone contact from contact centre colleague 48hr before a planned power cut



Proactive telephone contact from a dedicated advisor within 3 hours of an unplanned power cut for all PSM customers



Additional updates, checks and welfare support calls throughout the duration of a power cut



Social media updates for those noting a preference – WhatsApp and Facebook messaging



Proactive telephone contact from a dedicated advisor within 1 hour of an unplanned power cut for Priority 1 customers – those with acute reliance on electricity for health and safety reasons



Recite Me is available online to allow customers to view the website in a way that works for them



Our Live Power Cut Map allows customers to see when an engineer is dispatched, when they are on site and how the fault restoration is progressing



Translation services are available through Language Line and text relay for customers who are deaf or do not speak English



Expanded range of communication channels to give customers more choice, supporting preferences such as WhatsApp over phone calls, especially for younger customers.

"We are committed to ensuring that our communications are inclusive and accessible for all the communities we serve. The launch of our new website marks a major step forward, making it easier for everyone to get the information and support they need. Combined with the success of our winter campaign – where we let our regional identity shine – we're proud to be setting high standards for engaging with our customers in a way that suits them."

- Jade Clarke, Head of Communications

We're making strong progress in meeting our proactive contact commitments:

- 95.5% of Priority 1 customers were contacted within 1 hour of a power cut
- 93.47% of all PSM customers were contacted within 3 hours
- 96.2% of power cuts lasting over 6 hours saw face-to-face support provided by a proactive responder

- Energy-saving advice and support from trusted independent partners
- Easy access to PSM for customers who may need extra help
- Optimised for mobile devices, making it easier to access support on the go, in line with how most people now engage with online services.

Importantly, the site offers smarter search functionality, automatically directing users to the services or support they need most.

The new site is designed to give customers peace of mind, especially in a power cut. As part of the launch, we encouraged customers to:

- Save the site to their smartphone homepage for fast access during outages
- Visit the updated "Be Prepared" section for practical tips on staying safe during a power cut
- Join the PSM for tailored support if they or someone in their household is medically or personally vulnerable

The new Live Power Cut Map has been transformed with real-time updates, showing when engineers are dispatched, on-site, and expected to restore power—making it easier than ever for customers to stay informed and reassured.

This first phase of our digital investment sets the stage for broader improvements in how we serve our 3.9 million customers online. As a key next step, we have continued to develop our dedicated one-stop shop solution for PSM customers. Throughout the past year, we have been engaging to shape the minimum requirements for a best-in-class digital service

Case study: Accessible online support



Following extensive customer engagement and a period of digital development, we have launched a new customer-focused website, designed as a one-stop shop for everything from power cut updates to greener energy guidance.

The launch followed a careful development process that allowed us to fully incorporate customer feedback and ensure the final product was easy to use, inclusive, and equipped with the right tools to meet evolving customer needs.

The new northernpowergrid.com introduces an exciting, modern digital experience. Key features include:

- Real-time power cut tracking and fast reporting
- Storm updates are delivered quickly to mobiles
- Simple tools to apply for new electricity connections
- Career opportunities with one of the region's largest employers

tailored to the needs of customers who may be vulnerable due to medical or personal circumstances. The vision is clear: a seamless, supportive and fully accessible digital experience for all customers, especially those who need it most.

Providing tailored welfare support

Vulnerability is complex and can be influenced by a wide range of changing circumstances. That’s why our colleagues are trained not only to respond to known needs but also to identify signs of vulnerability in real time. While we consistently provide proactive support to customers registered on our PSM, we also extend the full range of PSM services to unregistered customers when they are identified as needing support, ensuring help is available at the point it’s needed most.

Our vulnerable customer support services in summary

	Hot drinks for those who want them while they receive updates.
	Provision of generation at both the household and community level.
	Hot meals – through Just Eat or local partners. New partnership with National Caterers Association in place for Major Incidents.
	Oxygen back-up for customers needing specialist equipment and support.
	Provide essential items such as torches, battery packs, radios and hand warmers, as well as welfare visits from the British Red Cross.
	Proactive responders – providing in-person support during outages over 6 hours as part of our BAU operations, making us the only DNO with this service fully embedded in house.
	Charging facilities for phones and laptops.
	Bottle warming for infants.
	Alternative accommodation for those who prefer to leave their homes, where suitable.
	Fully equipped customer service vans – offering a central source of on-site support and information, including battery generators.
	Community partners offering warm spaces and additional support during long-duration events.

Building on the training we outlined previously, this year we’ve introduced several new processes and tools designed to enhance colleague knowledge, improve the support we provide, and ultimately deliver a better customer experience.

One of the key innovations is our new Customer Service Hub for Welfare Tracking, a SharePoint-based platform developed to support major incidents. It provides real-time visibility of welfare resources such as food vans, warm hubs, and generator deployments, enabling call handlers to respond quickly and coordinate on-site support efficiently. The hub also

keeps customer messages up to date in one place, helping colleagues provide clear and consistent information even when situations are changing rapidly. It includes simple guidance on how to support customers with different vulnerabilities and what services are available. Crucially, it also provides a fast and reliable route for escalating emergency cases, such as getting a generator to someone receiving end-of-life care.

Informed by customer journey mapping and insight, we are also replacing our existing vulnerability matrix with a more comprehensive "customer support playbook". This tool will guide our teams in delivering tailored support at each stage of a power cut. It will include practical advice on recognising and responding to specific challenges, such as the impact of medical equipment, identifying and acting on safeguarding concerns, and how to start a sensitive conversation on Fuel Poverty. The playbook is currently in development and will be rolled out next year.

Case Studies: Welfare Support in Action

Below are just some of the examples of how our proactive welfare strategy, caring staff, and real-time responses continue to deliver real impact for vulnerable customers, turning potentially distressing situations into moments of trust, reassurance and gratitude.

- Supporting a Confused Customer During a Power Cut** - A customer called Northern Powergrid, distressed and confused, unable to remember where she was or her own address. The customer service advisor stayed calm and kept her engaged while seeking assistance. Thankfully, the customer’s carer arrived during the call and explained she has dementia, which sometimes causes these episodes. The carer provided contact details for the customer’s family for future reference. This information was noted in the system to better support the customer in future incidents.
- Calming and Supporting a Vulnerable Customer with New Needs** - A customer on the Priority Services Register (PSM) was experiencing new vulnerabilities after the loss of her husband. She found silence triggering panic attacks, which made the power cut very distressing. A responder arrived, calmed her down, and provided a suitcase generator to power her electric chair and television. She was introduced to site staff who were asked to check in regularly after the responder left. The customer later called to thank the team, saying the support turned what could have been a terrifying experience into a manageable one and gave the service an 11 out of 10.
- Thoughtful Support During a Power Cut for an Elderly Customer** - An elderly customer, fearful of the darkness during a power cut, was visited by responders who brought hot water and a winter warmer pack. She was overwhelmed by the kindness and support she received, which she said felt like more than just a service—it felt like genuine care. She expressed deep appreciation and asked that her thanks be passed to senior management. She also highlighted how much she valued the landline phone provided for power cuts.



Effectively supporting our customers during the winter period

In line with the increasing frequency of severe storms, during the winter period of 2024/25, Yorkshire and the Northeast of England experienced a number of significant storms, notably Storm Darragh and Storm Éowyn. These storms brought intense winds, heavy rain, and widespread disruption, leading to power outages affecting hundreds of thousands of homes and businesses across the region.

Preparing and protecting our customers from the impacts of power cuts remains at the very heart of our role as an essential service provider. This responsibility becomes even more critical during severe weather events, particularly for our most vulnerable customers, who can be disproportionately affected by outages during cold, dark winter months.

Building on the lessons learned from previous storms, including the significant improvements made following Storm Arwen in 2021, we continue to invest heavily in a comprehensive storm resilience and customer support programme. This ongoing programme includes:

- Upgrading and reinforcing our network assets to better withstand extreme weather.
- Enhancing our technology platforms to ensure rapid, clear communication and seamless customer service, even under peak demand.
- Expanding and training our workforce to provide expert, compassionate support tailored to customer needs during emergencies.
- Implementing robust systems and processes to enable swift response, efficient recovery, and fair compensation where appropriate.

Alongside these broad improvements, we maintain a strong focus on delivering tailored support for vulnerable customers. We work closely with partners and stakeholders to identify needs early and provide dedicated help before, during, and after storms — ensuring no one is left behind when the lights go out.

The storms over the 2024/25 winter period have reinforced the importance of continued vigilance, investment, and innovation. We remain fully committed to protecting our communities, supporting those most at risk, and delivering a 10 out of 10 service when it matters most.

Examples of improvements this year include:

Update on On-site Welfare Support – Building on last year's progress, our team of 12 dedicated Proactive On-site Customer Service Responders continues to provide personalised welfare support during long-duration power outages. While our original

target was to attend 75% of unplanned power cuts lasting over six hours, in 2023/24 they exceeded this by attending 96.2% of such incidents. This year, we have further improved our response approach by deploying responders earlier, starting at outages of four hours rather than six. This adjustment enables us to reach and support vulnerable customers more quickly, reducing the negative impacts of power cuts. Our responders remain actively engaged on the front line, delivering tailored support including warm drinks, food, generators, charging facilities, and promoting the PSM in communities across Yorkshire and the Northeast. We continue to monitor customer feedback closely to refine and maximise the value of this essential service.

Dedicated support with enhanced data - Our Open Maps tool has been enhanced to flag customers off supply >4, 6, or 8 hours. It enables the team responsible for customer welfare during major incidents to better target support to those most at risk. For example, it helps us deploy hot food vans and other welfare resources to where they're needed most during severe weather.



"I don't think they could have been any better. Everybody was very helpful when I phoned up, it was efficient... Overall, it was very good."

- Customer who experienced an unplanned power cut during storm Éowyn

Case study: Strengthening community resilience via the Northern Powergrid Foundation



Established in 2022 following the severe winter storms of 2021/22, the Northern Powergrid Foundation is a grant-making charity dedicated to enhancing the resilience of communities most affected by power interruptions. Across its lifetime, the Foundation has empowered over 90 organisations tackling energy challenges such as Fuel Poverty, resilience, and the Net Zero transition. As extreme weather events become more frequent and the cost-of-living crisis deepens, these grants play a critical role in helping communities adapt and thrive. Over the past year, the Foundation has continued to partner with local organisations to support projects that improve self-sufficiency and energy resilience, helping communities stay safe and warm during outages. For example:

One notable project funded by the Foundation is a social enterprise in Shipley supporting people with learning disabilities. The grant of £20,000 enabled the installation of solar panels and battery storage at a local nursery, providing sustainable energy resilience. This project not only supports environmental goals but also empowers participants through hands-on involvement in renewable energy installations, offering educational and social benefits.

In County Durham, Stanley Crook Village Hall, a key local hub in a remote area, received £16,500 to install a generator. This upgrade ensures the hall can continue to serve as a warm, safe space during power cuts, supporting local residents and emergency services when communication networks are down due to power loss.

Similarly, Grindon Parish Hall in Stockton was awarded £4,000 to fund solar panels and battery storage. This century-old community building has been modernised to reduce energy costs, increase sustainability, and enhance its role as a safe and welcoming space for local activities, including youth clubs and warm hubs during emergencies.

Our newly formed Community Energy team now works alongside these Foundation-funded groups to help them maximise the value of their investment. By offering guidance, technical expertise and capacity building support, the team is helping to strengthen the long-term impact of local energy resilience and ensure communities can continue to thrive independently.

Case study: Right Tool, Right Time – How our Responder Kit Supports Customers During Outages



We introduced our winter warmer packs in 2022 to provide practical, immediate support during power cuts. Each pack includes essentials like warm clothing, blankets, lighting, and small power banks to help customers stay safe and comfortable. Since then, we've continued to restock as needed to ensure supplies are available throughout the year.

In a recent winter storm event in Teesside, an elderly customer living alone experienced a power cut that lasted over five hours. The Northern Powergrid responder assessed the situation and provided:

- A high-capacity power bank to recharge the customer's mobile phone and ensure ongoing contact with family and emergency services
- A wind-up radio and torch unit, providing both comfort and safety lighting, while also allowing the customer to listen to weather and power restoration updates
- A large-print colouring book and pencils to help alleviate anxiety during the outage

The customer later described the support as “thoughtful and genuinely helpful”, noting that the items she received were “easy to use, no instructions needed” and “made me feel like someone understood what I was going through.”

In another instance in South Yorkshire, a responder assisted a family with two young children. The family received:

- Two LED head torches, freeing up hands for safe movement around the house
- Hand warmers and a battery-operated stick-on light for the children's bedroom
- A deck of playing cards to keep the children occupied and ease the stress on the parents

Recognising that some items, such as power banks and radios,

are more expensive and in high demand, we have introduced a loan model for certain kit components. Responders are trained to assess customer needs, issue equipment for the duration of the power cut, and arrange retrieval once service is restored. This approach not only supports more households but also ensures cost-efficiency and sustainability.

Initial data suggests that the new approach is helping us get the right support to the right customers. By tracking item use and demand more closely, we can ensure that stock reflects what customers actually need, avoiding duplication and making sure resources are used effectively. In the first half of 2024, we distributed 481 kits (or individual items from kits), and the new system is helping us manage stock more efficiently and responsively.



"Supporting our vulnerable customers is at the heart of what we do. During power cuts, it's not just about restoring electricity – it's about making people feel safe, informed and cared for. Sometimes nothing beats a friendly face at the door and a hot cup of tea!"

- Kiri Beety,
Proactive On-site Customer Responder

Case study: “Ready for Big Coat Weather” Campaign



Winter in the North means frost, storms, and of course, digging out your big coat. That relatable seasonal moment inspired our “Ready for Big Coat Weather” campaign, which aimed to ensure customers were prepared for winter power cuts and understood how to stay safe, informed, and supported. We wanted to go beyond typical messaging and instead tap into regional culture, using familiar language and shared experience to spark action.

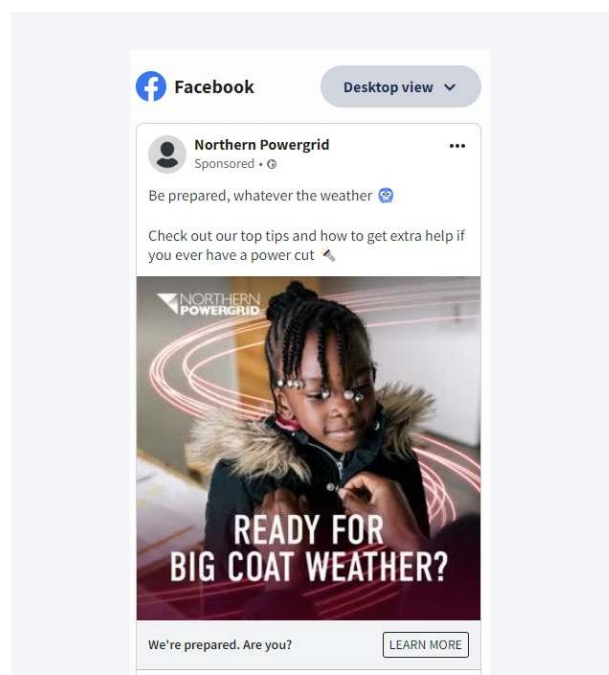
We launched our communications after the autumn clock change, using this as a natural moment to talk about winter readiness. Sponsored placements on the Met Office website meant customers saw our preparedness message alongside storm and weather forecasts. Ahead of forecasted storms, we sent proactive emails to all customers, including tailored messages to residential care homes, reminding them to check their contingency plans, consider signing up for the PSM, and ensure they had a basic home emergency kit.

We also used social media to share tips on staying safe during power cuts, with our Director of Customer Service delivering regular video messages to reinforce key advice in a reassuring and accessible format. For the first time, we trialled new communication channels such as outdoor digital screens at high-traffic locations like the Tyne Tunnel and MetroCentre, helping us reach broader audiences beyond our usual platforms. Full details of the campaign channels and impact can be found on page 12.

The “Big Coat” visual identity proved popular on social media, generating above-average engagement. PSM recruitment rose in several of the 10 target local authorities, with customers citing the winter messaging and 105 promotions as triggers for registration. Customers reported increased awareness of the 105 power cut line and what to do in an outage, helping improve

satisfaction scores during seasonal storms.

“Ready for Big Coat Weather” didn't just share information - it made winter readiness feel local, familiar, and achievable. By embedding practical messages in a warm, culturally resonant campaign, we helped thousands of customers prepare more confidently for the challenges of colder months.



Case study: Major Incident Welfare Review



We have delivered a comprehensive, conversational review of our welfare support during extended winter power outages. This included input from customer service managers, contact centre teams, and other stakeholders involved in incident response. Some examples of the key changes we made include:

changes we made include:

- **Simplifying Support Processes:** The process for issuing Just Eat vouchers was found to be overly complex. Improvements have since been made to streamline voucher distribution, enabling faster and easier customer support.
- **Better Use of Local Resources:** The review revealed underutilisation of LRFs and council resources. Moving forward, stronger partnerships and coordination with local authorities have enhanced community support options.
- **Expanding Welfare Support:** Customers reported struggles not only with heating but also with a lack of hot water during overnight outages. In response, the welfare approach was broadened to include warm hubs and leisure centres as places of refuge, alongside food provision.
- **Centralised Catering Coordination:** Previously, customer service managers managed the deployment of catering vans, limiting reach due to capacity constraints. Welfare logistics have since been centralised, resulting in more efficient deployment and greater coverage, with more vans reaching more affected customers.

These changes have enabled us to deliver more effective, tailored welfare support during storms and outages, improving customer experience and community resilience. Feedback from recent storms, such as Storm Éowyn, has reinforced the importance of these improvements. Continued monitoring and refinement of welfare responses remain a priority, with ongoing evaluation planned to maximise support effectiveness.

Case study: Storm Darragh - On-site welfare support in action



During Storm Darragh, 80,000 customers were affected by outages. For the first time, our newly established centralised customer welfare team was fully operational, enabling a more coordinated and consistent response. With at least two dedicated team members on shift at all times, we were able to maintain oversight, deliver quality, and ensure fair and equal support across all affected areas – something that wasn't possible under the previous setup. We worked with over 50 trained responders and ambassadors across more than 100 sites to deliver 5,000 hot meals through warm hubs, catering vans, and local partners. We also provided hot water, charging facilities, and one-to-one welfare checks for vulnerable customers. This coordinated effort was made possible through strong partnerships with local communities, businesses, and organisations.



Priority Services Membership - Future plans inspired by lessons learned

While our plans were effective in supporting our vulnerable customers throughout the winter period, through close engagement with customers and stakeholders we identified a range of lessons that will drive further improvements in the coming winter.

Lessons Learnt	Plans for the next year
We could improve collaboration with local authorities – using leisure centres in Storm Eowyn facilitated by Durham County Council and worked really well.	Holding an emergency resilience collaboration day bringing together several LRFs/Local Authorities to discuss what we can each offer and put plans in place to trigger additional support.
The British Red Cross Storm (BRC) can help us to reach more people.	Arranging training days where BRC volunteers go out with our responders to learn the ropes and get them prepared to support us more frequently.
Communication is tough especially when masts are impacted by the power cut – so sometimes people don't access the welfare support because they don't know about it.	Working on resilient communication and training colleague ambassadors who can door knock in worst affected areas.

Assessing the effectiveness of our plans

This year we delivered:

95.5%

of Priority
1 customers were
contacted within
1 hour of a
power cut

93.47%

of all PSM
customers were
contacted within
3 hours

96.2%

of power cuts lasting
over 6 hours saw
face-to-face support
provided by a
proactive
responder

90.2%

customer
satisfaction with
our PSM services
this year

Forward Plans

- Deploying improved van kits to enhance tailored support
- Launching our digital one-stop shop, further supporting our holistic customer journey
- Launching our comprehensive "playbook" to guide teams in supporting customers throughout different stages of a power cut

Tackling Fuel Poverty



Understanding the dynamics of Fuel Poverty

Fuel Poverty remains a significant and persistent challenge across the communities we serve. While national statistics for Fuel Poverty have remained relatively stable this year, households in our regions continue to experience Fuel Poverty at levels above the national average. **Yorkshire and the Humber reports a Fuel Poverty rate of 14.2%**, positioning it as the second most affected region in the country, 3.2% higher than the UK average. In the **Northeast, the rate stands at 10.1%**, just under the national average.

The Fuel Poverty gap – represented by the additional financial amount a fuel-poor household must spend to maintain adequate warmth – provides further insight into the severity of the issue. In Yorkshire and the Humber, the gap has widened slightly from last year, **rising from £409 to £417**. Although the Northeast saw a slight improvement, with the gap **reducing from £305 to £289**, it remains a substantial financial burden for many in our community.

Fuel Poverty is increasingly defined not just by seasonal hardship, but by year-round financial strain. Households are spending more than 10% of their income on energy, a situation worsened by sustained high energy price caps and broader cost-of-living pressures. Notably, delivery partners and frontline advisors are reporting a significant increase in self-disconnections among prepayment users, even during the summer months, signifying affordability concerns throughout the year.

While recognising the scale of the challenge remains critical, responding effectively requires a deeper understanding of local needs and lived experience. Through close collaboration with our partners, we continue to adapt and target our support in a way that reflects the complexity and diversity of Fuel Poverty across our region.

Our approach to tackling Fuel Poverty

Over the last decade, we have developed a well-evidenced and collaborative approach to tackling it – one rooted in local insight, strong partnerships, and a deep understanding of our customers' lived experiences. Rather than continually redesigning our model, we have made a conscious decision to embed, refine, and scale the approach that has consistently delivered meaningful outcomes for our customers.

This year, our focus has been on strengthening the foundations of our model, ensuring it can flex to meet changing needs while continuing to drive impact at scale. Our approach is designed to work both strategically and operationally, guiding our delivery partnerships, informing our service design, and shaping how we use data and insights. It enables us to respond with agility to emerging issues while maintaining a consistent framework that supports long-term, sustainable progress.

Our core model continues to centre around three areas of focus:

- **Gaining Insight from Data and Engagement:** We combine detailed mapping of vulnerability and deprivation with insight from our delivery partners, customer feedback, and research. This enables us to understand not just where support is needed, but how it should be delivered.
- **Tailoring Services to Customers' Needs:** Our support is holistic, personalised, and designed to meet customers where they are – whether facing a short-term energy crisis or longer-term hardship. We ensure services are relevant, accessible, and responsive to individual circumstances and goals.

- **Partnering with Local Experts:** We work closely with trusted community organisations that deliver services on the ground. Their local knowledge and experience are vital in shaping the offer, responding quickly to changing needs, and ensuring consistent quality across the network.

This proven model enables us to deliver integrated, people-centred support that adapts to our customers' changing realities. It ensures we remain responsive, inclusive, and effective in tackling Fuel Poverty across our region.



Our progress in delivering Fuel Poverty support in 2024/25

In 2024/25, our Fuel Poverty programme continued to grow in both reach and impact, significantly outperforming expectations.

This year we have:



This reflects not only the efficiency of our delivery model but also the strength of our partnerships and the effectiveness of our insight-led, people-centred approach.

The support delivered translated into **tangible improvements in customers' lives**, from income maximisation and energy debt relief to tailored advice on energy efficiency and housing conditions. Many customers received multiple interventions as part of a holistic package, with frontline partners providing wraparound support tailored to individual needs.

Our delivery partners also reported **high levels of engagement from those who might not typically access advice services**, particularly among vulnerable and digitally excluded groups. This shows the success of targeted outreach, as well as the value of offering support through trusted, community-based organisations.

▼ Gaining insight from data and engagement

Our approach to service design and improvement is increasingly guided by real-time data and feedback, helping us make more informed, timely decisions about where and how to deliver support. We continue to evolve our delivery model by embedding insight at every stage – using data not just to measure outcomes, but to shape them.

Our use of AI-driven analysis has become a key asset in this process. By examining verbatim customer feedback, we can identify recurring themes, assess the effectiveness of support, and trace satisfaction levels down to individual advisors. This allows us to spot issues early, understand what works well, and deliver focused training or adjustments where needed.

These insights are continually enriched by on-the-ground experiences of our delivery partners, who offer a real-time understanding of what customers are facing and how best to respond. By bringing together these data sources – including quantitative, qualitative, strategic and operational insights – we can proactively test, refine and replicate what works. This ensures our services remain responsive, consistent and high impact.

How data and partner insights influence our delivery

Insight	Action	Example
Where support is needed the most	Ensure appropriate support is offered in areas of high deprivation	In Year 2 we worked directly with 12 local organisations to ensure coverage of Fuel Poverty support across our region, including some of the most deprived areas such as Hull and North Yorkshire, which have a diverse mix of urban and rural communities.
The challenges faced by local populations in different areas	Tailor support to the specific needs of the local population	Citizens Advice Stockton deliver support in Middlesbrough, an industrial town with a growing migrant population. Their work focuses on social housing advocacy and helping customers access the Government benefits they're entitled to.
Characteristics of the demographic in different areas	Ensure support is accessible to all customers	Our partner Live Inclusive offer very specialised service supporting some of the most acutely vulnerable. In-home service, building relationships with customers.
Types of support customers require to prevent and address Fuel Poverty	Sharing best practice to consistently deliver a first-class service	Project managers at Newcastle and Durham collaborated on a training session delivering messages on identifying Fuel Poverty and supporting vulnerable customers directly for Northern Powergrid contact centre colleagues. See more detail on Page 6.
Holistic nature of vulnerability and changing nature of customer needs	Cross referrals to respond to customer needs in a holistic way	Our Fuel Poverty partners refer into our Home Decarbonisation partners, such as Communitas and Green Doctor, to ensure customers receive wraparound support.

Case Study: Using AI to Enhance Service Quality



This year, we introduced new AI-driven tools to analyse verbatim customer feedback at scale, marking a significant step forward in how we monitor and improve service quality. These tools allow us to identify recurring themes, concerns, and positive feedback trends across the entire support

journey, offering a richer understanding of the customer experience than manual methods alone.

Crucially, the system enables us to link customer satisfaction (CSAT) scores not just to partner organisations, but to individual advisors. This level of detail gives us a clear view of what is working well and where additional support or training may be needed. The insights generated are used to inform tailored coaching, reinforce best practice, and raise performance across the network.

By embedding AI in our quality assurance process, we can respond fast and intervene more precisely. This helps us continually raise the standard of support provided, ensuring our services remain consistent, effective, and centred on what matters most to our customers.

shared as part of a standardised onboarding process, ensuring new advisors are equipped with the tools and information to succeed from day one.

For example, when customers turn to us for help, often during moments of real stress and vulnerability, the way they're treated can make all the difference. One advisor from Citizens Advice consistently demonstrates just how powerful empathetic, person-centred support can be. Over the past year, **this advisor achieved an outstanding average customer satisfaction score of 9.78**, based on feedback from 148 clients.

Clients regularly say they feel listened to, understood, and respected — not just helped. This sense of trust and emotional safety is vital when people are facing complex and sensitive issues such as energy debt, housing insecurity, or financial hardship.

What makes this advisor's approach so effective is the ability to connect with clients as equals. Having worked in factories and as a carer, he brings real-life experience that mirrors many of the challenges clients are facing. His conversations feel genuine, grounded, and familiar, often using the same language, phrases, and humour as the people he supports. This creates a sense of ease and builds rapport quickly.

Recognising the value of this approach, our Performance and Quality Officer has spent time learning directly from this advisor, capturing the elements that make his support so effective. Through this, we've identified key qualities such as warmth, light humour, and the ability to humanise even the most difficult conversations. His work is a clear example of how relational support leads to stronger outcomes for clients.

We are now using these insights as part of our recruitment, training, and service development across all branches. By learning from what works, we're helping ensure that every customer receives compassionate, relatable, and empowering support, no matter their situation.

Case Study: Sharing Best Practice Across our Network



Our structured approach to quality assurance and performance insight is helping to drive greater consistency and raise standards across the Citizens Advice network. Our Citizens Advice Performance and Quality Officer ensures that best practice identified in high-performing branches is

Tailoring services to customers' needs

Services Delivered by Partners

Income Maximisation Services including, but not limited to helping customers sign up for common grants and Government benefits where they are eligible, such as:

- Universal Credit
- Fuel Vouchers
- Attendance Allowance
- Carer's allowance
- Council tax relief
- Budgeting and debt advice
- Warm Home discount
- Boiler Upgrade Scheme
- Disability Benefits support

Energy Efficiency advice including:

- Common energy efficiency measures such as radiator foils, LED light bulbs
- ECO and Insulation scheme referrals
- Great British Insulation Scheme advice
- Behavioural change for energy savings
- PSM
- Support with supplier disputes, including billing issues and debt repayment plans

Our experience and insight consistently show that support is most effective when it is (i) bespoke, (ii) holistic, and (iii) accessible to all. Recognising that no two customers face the same circumstances, we tailor every intervention to reflect the individual's needs, preferences, and wider life context. This is made possible through a broad and flexible portfolio of services, delivered by our trusted partner network, each bringing local knowledge and specialist expertise.

This whole-person approach ensures that support goes beyond addressing immediate financial or energy crises. It helps to tackle the root causes of vulnerability and build longer-term resilience. Advisors work closely with customers to deliver a combination of support. This includes immediate relief, such as fuel vouchers or emergency assistance, whilst also providing ongoing stability through energy budgeting and debt management. Finally, they offer forward-looking solutions such as income maximisation and low-carbon technology advice.

Support spans a range of services, including PSM registration, debt relief, benefits entitlement checks, energy efficiency measures, and access to LCT installation schemes. Importantly, these services are joined up, ensuring that customers are not passed between disconnected systems, but instead receive coordinated, end-to-end support.

Our delivery partners offer these services through multiple channels, including face-to-face, in community venues, and increasingly through digital platforms. This ensures that support is available in the way that works best for each individual. This flexible and integrated model enables us to respond to the complexity of Fuel Poverty with tailored, people-centred solutions that make a real difference.

Case Study: Whole Person Support in Practice – Mohammed's Story



Mohammed, 73, lives alone in a privately rented property and was increasingly struggling to keep warm despite receiving a state and private pension, housing benefit, and council tax support, due to a combination of health issues and rising energy costs. Initially, Mohammed had been told he did not qualify for Pension Credit. Concerned about the energy efficiency of his home and unsure where to turn, he approached Citizens Advice Stockton for help in understanding whether he might be eligible for improvements through the ECO4 scheme, after learning his property was rated EPC D.

Citizens Advice Stockton adopted our whole-person approach for Mohammed's situation. The advisor began with a full benefits review and identified that he was, in fact, eligible for Attendance Allowance due to his health conditions, which was expected to increase his income by £108.55 per week. With this new entitlement in place, the advisor was also able to help him qualify for Pension Credit via the Severe Disability Addition, adding an additional £36.80 per week. Combined, this increased Mohammed's income by over £145 per week, providing a much-needed financial boost.

With Pension Credit now in payment, Mohammed became eligible for ECO4 support, unlocking access to energy efficiency upgrades that had previously been out of reach. The advisor provided guidance on how to navigate the application process and what to discuss with his landlord, helping him take confident steps toward making his home warmer and more energy efficient.

This clearly shows how joined-up, personalised support can make a real difference to someone's life. For customers like Mohammed, it's not just about fixing one problem, it's about feeling seen, supported, and understood. By addressing both income and housing together, we were able to offer immediate financial relief while also helping him take steps toward a more stable and secure future. What matters most is giving people the confidence and tools to move forward with dignity and hope.

Case Study: Embedding Referrals through the Customer Hub



Our colleagues are now actively using the Customer Service Hub to refer vulnerable customers for tailored support through our delivery partners. The referral pathway is already well established, but current efforts are focused on embedding its use more consistently across teams and service lines. This includes raising awareness among frontline staff, integrating the process into everyday workflows, and providing simple tools to make referrals easier and quicker to complete.

The hub acts as a vital link between operational staff and the wider support network, allowing colleagues who engage directly with customers to identify vulnerability, flag concerns, and trigger a meaningful response. This joined up approach helps ensure that customers facing hardship, whether related to income, health or energy access, are not left behind and receive appropriate and timely support. By making the referral process part of routine customer service, we are working to close gaps and deliver a more connected experience.

Case Study: Encouraging customer action



To support better understanding, retention, and follow-through on the advice given, all customers now receive a written summary after their interaction with Citizens Advice services. This follow-up communication includes a clear record of the support provided, actionable next steps, and contact details for further help. For many customers, particularly those navigating complex or unfamiliar issues, having the advice written down reinforces key messages and gives them confidence to act at their own pace.

The introduction of this written follow-up has made a noticeable difference in both customer satisfaction and service clarity. Feedback from partners indicates that customers feel more reassured and less overwhelmed after appointments, and advisors report fewer follow-up queries as a result. What may seem like a small change has helped create a more structured, supportive experience for customers, especially those who may be anxious, digitally excluded, or facing multiple challenges.

Case Study: Expanding Accessible Services Through BSL



Following the success of last year's British Sign Language (BSL) pilot in Sheffield, the service has now been expanded across the wider Citizens Advice network, enabling more deaf customers to access support on equal terms. The initiative, initially developed to improve communication with profoundly deaf customers, has since evolved into a flagship example of inclusive service delivery.

Citizens Advice Sheffield now employs more profoundly deaf staff than any other branch in the UK, creating new employment pathways and lived experience representation within advice services. The expansion of BSL Sign Live, a video relay service that connects deaf customers with trained advisors via an interpreter, means support is now available remotely and in real time. This has helped remove previous access barriers and makes our support services more accessible, flexible and inclusive. The service is a leading example of how thoughtful design and community engagement can make services equitable and empowering for all.



Scan the QR code to watch our BSL advisors at Citizens Advice Sheffield explain how they are supporting Deaf customers

Partnering with local experts

We trust our that our partner organisations have a profound level of understanding of their community needs, giving them the autonomy and flexibility to shape the services they deliver based on their on-the-ground experience. Our Fuel Poverty partners deliver regional coverage, whether face-to-face, by telephone, or outreach-based, offering a range of accessible options to customers based on local needs. The organisations we continue to work with are:

Citizens Advice Network | SROI: £9.08 | Volume of services delivered: 19,18

Stockton

This partner covers industrial, working-class towns with increasing migrant populations and poor-quality housing stock. Therefore, they support some of our most acutely fuel poor customers. Support is largely focussed on income maximisation services such as accessing government benefits that clients are eligible for and providing debt solutions. Their local presence and trusted reputation make them a vital delivery partner in the region.

Newcastle

One of our longest-standing and most established Fuel Poverty partners. Based in the city centre of Newcastle, this partner offers drop-in sessions and has space for 1-2-1 conversations, reaching a broad range of customers and delivering support to high volumes. They deliver high-quality, personalised energy advice, helping people navigate billing issues, access grants, and manage their personal finances.

Durham

This partner supports our Fuel Poverty programme by delivering energy advice and helping households access available support. Although they serve a smaller area, their work plays a vital role in extending our regional coverage, ensuring that no community is left without local support. Beyond delivering frontline services, the project managers from Newcastle and Durham collaborated to deliver a training session at the Northern Powergrid Riverside House office to contact centre colleagues, where they discussed how to identify signs of Fuel Poverty and how to better support vulnerable customers.

Hull

This is an experienced delivery partner for our Fuel Poverty programme, working across a region that spans both affluent and highly deprived communities. Their support is responsive and wide-ranging, reflecting the diverse needs of the area. With our funding, they were able to open a new branch in Bridlington—a significantly deprived seaside town—where a more approachable setting is helping residents feel comfortable accessing support. The new site will host regular group-based energy clinics, offering a welcoming, drop-in model to reach more people in need.

Bradford and Airedale

This organisation provides in-person and telephone advice in multiple languages, including translation support, to serve the area's large non-English-speaking community. Support focuses on eligibility checks and helping households access government benefits and financial grants. Many of the households reached were previously unaware of the support they were entitled to, with funding often proving life-changing, helping pay off debts from the pandemic and reducing reliance on food banks. Halfway through the year, the average financial gain per household was £5,007, improving their ability to heat homes, buy food, and boost overall wellbeing.

Alongside these holistic, in-depth services, the team also delivers lighter-touch programmes and energy efficiency advice for customers who need less intensive support, maximising impact and exceeding delivery targets.

Northumberland

This partner provides vital fuel poverty support across a predominantly rural region, where many households rely on more expensive off-gas heating systems.

Their service helps vulnerable customers manage energy costs through tailored advice, support with fuel debt, and help accessing grants or energy efficiency measures. Their local presence is essential in reaching isolated communities who face higher heating costs and may otherwise struggle to access support.

Leeds

This organisation reaches high volumes of people thanks to its Freephone helplines, central city location and outreach services, and its longstanding reputation as a trusted provider of free and independent advice. Their Energy Affordability advice service focuses on helping energy customers to manage high fuel costs by:

- Maximising income through Benefits advice and charitable support.
- Reducing debts by challenging incorrect bills, securing financial support, and negotiating fair repayments where needed.
- Challenging unfair practices through complaints procedures and the Energy Ombudsman.

 "We're especially pleased to be making this service more accessible to Deaf customers by teaming up with [Citizens Advice] Sheffield. This is part of our commitment to making our services accessible through free interpreting at appointments, including BSL, and providing accessibility features on our website such as read aloud and translation facilities."

- Marie Mooney, Advice Services Director at Citizens Advice Leeds

North Yorkshire

This partner uses a decentralised delivery model, which utilises many smaller hubs to provide advice across the rural area they serve. They have introduced a bus service to bring advice directly to residents, eliminating the need for them to travel and ensuring their services are accessible to all customers. Their model prioritises highly trained, multi-skilled advisors who can address a wide range of customer needs in a single interaction. This approach results in a high-value, efficient service that consistently delivers strong outcomes and a high SROI.

 What sets us apart in terms of support for our vulnerable customers is the holistic approach our advisors take. One call from a customer opens up support and advice beyond their original query, enhancing their experience. Our advisors are trained to a high standard with a customer-centric model, and guide those customers through the advice and support at a pace that works for them."

- Jake Brown, Energy Project Manager at Citizens Advice North Yorkshire

Sheffield

Citizens Advice Sheffield plays a key role in delivering our Fuel Poverty programme with particular expertise in supporting customers facing mental health challenges and ensuring inclusive services for all through their British Sign Language service. Sheffield has also supported other branches to improve accessibility through advisor training and the rollout of the Sign Live service. Providing in-person and video-call support, their work ensures that vulnerable customers are reached through trusted, accessible, and inclusive services.

Live Inclusive | SROI: £6.91 | Volume of services delivered: 223

Live Inclusive is a small, highly specialised organisation operating in Doncaster and Rotherham, delivering in-home support to some of the most acutely vulnerable customers. Their person-centred approach is tailored for individuals with complex disabilities, long-term health conditions, mental health challenges, or those experiencing social exclusion. By visiting customers in their homes, they remove critical access barriers and provide a trusted, relationship-based service that consistently goes above and beyond to meet individual needs. Last year, Live Inclusive helped to secure over £526,000 in financial gains, transforming the lives of more than 200 Doncaster residents.

 "Live Inclusive is a small but impactful disability charity supporting disabled people and those with long-term health conditions across Doncaster and Rotherham. Our unique home visit service reaches the most vulnerable, providing vital welfare benefits advice and information. Support from Northern Powergrid has helped us continue this essential work and reach more residents."

- Ellen Shipley, Joint CEO of Live Inclusive

Groundwork | SROI: £0.99 | Volume of services delivered: 606

Groundwork's Green Doctors deliver the Energy Matters project, providing in-home energy advice and practical support to low-income households. Home visits allow for a full assessment of the customer's living conditions and can reveal needs that the customer may not think to mention over the phone. This partnership appears to have lower SROI due to its high volume of referrals rather than direct interventions. This metric does not fully capture how the team builds trust and empowers customers by connecting them to life altering services, leading to improvements in health, safety, and comfort. That's why we continue to invest in this service: to ensure vulnerable customers can access meaningful, in-person support when they need it most.

Accessible Support and Fuel Poverty Education

In addition to our in-depth, personalised services for customers in acute need, we also provide a range of accessible support and educational resources for those who may require less intensive help but still benefit from clear guidance. This includes energy efficiency campaigns, self-serve tools, and practical advice to help people better understand and manage their energy use.

By offering this broader level of support, we can reach a wider audience of current and future customers, including those looking to reduce bills, improve home energy efficiency, or gain greater control over their energy consumption.

We also invest in education for young people, recognising that awareness and knowledge are essential to tackling Fuel Poverty in the long term. Our school-focused resources help students understand the causes and consequences of Fuel Poverty while building skills around budgeting and energy use that they can apply in their homes and communities.

Our free downloadable resources are designed for use in schools, community settings, or as part of family learning at home. These materials help individuals and young people understand how everyday energy use impacts household budgets—and how small changes can make a big difference. By equipping the next generation with this knowledge, we aim to support long-term resilience and reduce energy inequality in our region.

Forward Plans

- Prioritising collaboration to ensure customers get the right support at the right time.
- Expanding referral pathways across housing, immigration, and health services.
- Designing a new self-serve model to offer quicker, lighter-touch energy advice.
- Improving education through flexible, accessible guidance alongside casework support.

Ensuring that nobody is left behind in the transition to Net Zero



Understanding the risk of being left behind

We believe that every customer, regardless of their circumstances, location, or level of digital or financial confidence, should be able to participate in and benefit from the transition to Net Zero. As the energy system evolves, we have a responsibility to ensure that this transformation is not only technically effective but socially inclusive. Ensuring that nobody is left behind is a central objective for the RIIO-ED2 period and beyond, reflecting our ambition to build a fairer and more accessible energy future. Our strategy is shaped by customer insights, developed in collaboration with trusted partners, and underpinned by a commitment to long-term impact.

Our approach is delivered through two core areas:

- **Home Decarbonisation Programme** – This targeted programme provides tailored, hands-on support to help customers adopt low-carbon technologies (LCTs) and energy efficiency measures, as well as make informed choices about energy use, with services delivered through a trusted network of partners.
- **Embedding fair and inclusive services across all customer touchpoints** – We are working to ensure that inclusion, accessibility, and fairness are built into every part of our customer experience, making the transition work for everyone.

Home Decarbonisation - Our strategy and approach

Our Home Decarbonisation programme is designed to help customers take part in the transition to Net Zero by removing the practical and financial barriers that often prevent people from adopting low-carbon technologies (LCTs) like heat pumps or solar panels.

The service has progressed from a pilot initiative to a full-scale delivery in 2024/25. This transition marks a significant milestone in our Net Zero strategy and reflects the success of early testing in areas such as Stockton, Leeds, and North Yorkshire. The model has proven effective in supporting customers who might otherwise be excluded from the energy transition, including those facing financial hardship, digital exclusion, or poor housing conditions.

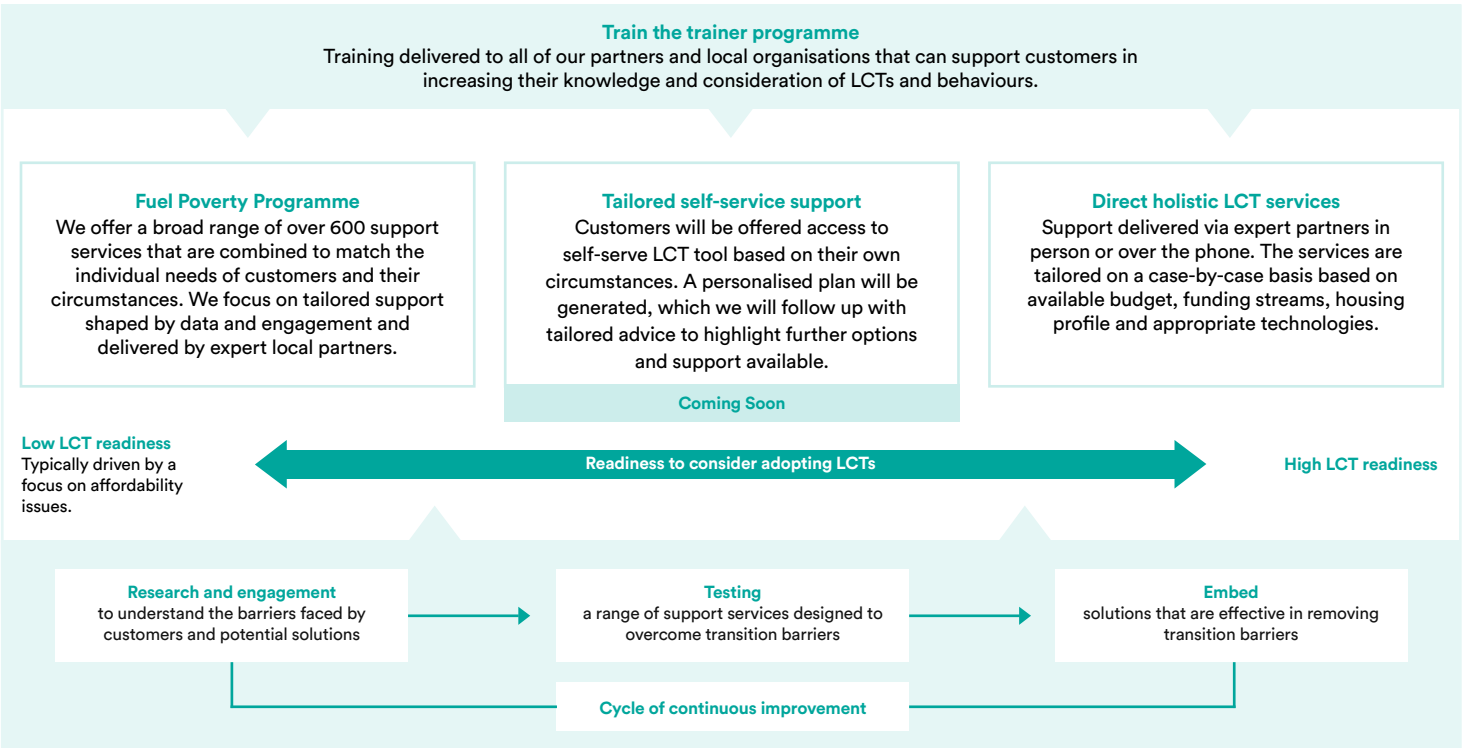
Building on its proven impact, we have embedded the model across new locations, through partnerships with Communitas, NEF, and extended support across more Citizens Advice branches that already provide Fuel Poverty assistance. These trusted organisations now also offer tailored advice on LCTs, helping customers explore energy-saving options that are right for their homes and circumstances. This expansion means more customers can now access whole-person energy support, from immediate financial help to long-term decarbonisation advice, all from a single, trusted partner.

This expansion was informed by research and customer engagement, which showed that face-to-face, locally based support leads to better outcomes, particularly for customers who may be unfamiliar with emerging technologies or lack digital access. Our delivery partners were chosen not only for their local reach and reputation, but also because they serve communities with the greatest need and have the right infrastructure to provide practical, in-person guidance.

By working with these partners, we're helping more customers understand the benefits of low carbon technologies, access relevant funding, and make confident, informed decisions that reduce their energy bills and carbon footprint.

This year, we further embedded a whole-person approach, integrating the Home Decarbonisation programme with wider vulnerability and Fuel Poverty services. Customers can now move seamlessly from PSM support and fuel vouchers to income maximisation and LCT advice, ensuring a joined-up journey that reflects their real-life needs and circumstances.

Our service model is shaped and refined through ongoing insight from delivery partners, customers, and frontline teams. This helps us scale what works, focus resources where they're most needed, and ensure every customer can participate in a fair and inclusive energy transition.



Our progress in delivering Home Decarbonisation services

Over the course of the year, our Home Decarbonisation service has:



Customers were supported through a range of channels, including in-person advice, phone-based support, and community outreach, allowing us to meet people where they are. The programme also delivered strong NPV outcomes, demonstrating both cost-effectiveness and meaningful benefits for customers.

To further expand reach and flexibility, we have developed a **self-serve digital option** designed in partnership with NGED, reflecting strong industry collaboration. The tool will provide personalised guidance on LCTs and energy-saving behaviours and is set to launch in 2025.

We chose to develop this platform in response to customer feedback showing that around 70% of customers would prefer to access advice online. This enables us to better meet the needs of customers who are comfortable managing their energy choices independently.

▀ Gaining insight from data and engagement

As we expand our support for customers in the Net Zero transition, data and insights are playing an increasingly central role in shaping how, where, and to whom our services are delivered. Our ability to respond effectively depends on understanding the diverse needs, attitudes, and behaviours of different customer groups and adapting our approach accordingly.

In 2024/25 we deepened this understanding through new research partnerships and collaborative design. From applying segmentation insights to shape engagement strategy, to developing a nationally coordinated customer journey framework with Citizens Advice, we are using insights to drive smarter and more inclusive service design.

The following case studies highlight how these insights are already influencing our delivery, helping us tailor support, build trust, and make the transition more accessible to all.

Case Study: A People-First Approach to the Energy Transition



The segmentation from our research aimed at understanding how different customers perceive and engage with LCTs (see page 4) is now informing the next phase of our delivery strategy, helping us shape customer journeys, digital tools, and advisor training to ensure our

Home Decarbonisation programme meets people where they are.

These personas became a practical blueprint — not just a research output, but a tool we use to shape everything from digital journeys and advisor training to campaign messaging and frontline support.

In 2024/25, we built on this foundation by applying the personas directly to the delivery of our Home Decarbonisation programme.

The aim: meet customers where they are, with the kind of support that resonates.

For example:

- For the Cautious segment (28%), we are developing trust-based communications that clearly explain the benefits and costs of LCTs, paired with referral routes through trusted partners like Citizens Advice.
- For Disengaged and Averse groups, we're focusing on real-life case studies and financial benefits rather than environmental messaging, recognising that trust and relevance matter more than climate narratives.

- For the Curious and Passionate, we're ensuring our advice is not just available, but tailored and actionable, with guidance that addresses practical barriers and connects people to the right funding.

Our delivery approach is evolving, too. Based on what customers told us, we've expanded face-to-face support through trusted community organisations like Citizens Advice and Communitas, particularly in areas with high Fuel Poverty and digital exclusion. These partners offer personalised, non-digital support, making it easier for people to make confident, informed decisions about home energy upgrades.

This work represents a shift in how we support customers through the Net Zero journey — from offering general advice to delivering personalised, practical support that reflects each person's situation, values, and needs.

By understanding and responding to what matters most to our customers — trust, clarity, relevance — we're not only helping people reduce energy bills and carbon footprints but also ensuring that no one is left behind in the transition to a low-carbon future.

NORTHERN POWERGRID.

Make your home more energy efficient

Want to make your home more efficient but don't know where to start?

If you've been thinking about how to be more energy efficient but you're at a loss as to which low carbon technologies would be best for your home, or how to access available grants and funding, Northern Powergrid can help.

The Priority Services Register (PSR) is a free UK wide service which provides extra advice and support when there is an interruption to your electricity supply. Scan the QR code to sign up or call Northern Powergrid on 0800 169 2996.

northernpowergrid.com/care

Case Study: Creating a Joined-Up Fuel Poverty and Net Zero Service



We've developed and refined a whole-person approach that integrates Fuel Poverty and Net Zero support, ensuring customers receive joined-up advice that meets their individual needs. Rather than simply scaling this within our own network, we've looked to share this model more widely so others can benefit from the learning.

In collaboration with the business development team at National Citizens Advice, we've supported the development of their national energy advice framework. This included practical input on how to incorporate LCT support, feedback from our own delivery experience, and advice on what funders like DNOs look for in successful bids. The aim is to encourage a consistent, integrated approach across the Citizens Advice network in England and Wales.

Tailoring services to customers' needs

Services Delivered by Partners

Energy Efficiency Advice, covering topics such as: — Behaviour change — Small energy efficiency measures such as LED lightbulbs and radiator foils	LCT Guidance including but not limited to: — Heat pumps — Solar Panels — Battery Storage — Electric Vehicles and Charging	Support to access energy efficiency and LCT grants and schemes, such as: — ECO4 Scheme Support — Boiler Upgrade Scheme — Insulation Schemes
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We recognise that no two customers are the same, and that effective support must reflect each individual's unique circumstances. Whether someone is experiencing financial hardship, living in an inefficient property, or unsure how to take the first steps toward Net Zero, our approach ensures that support is shaped around their specific needs and preferences.

Delivery partners work flexibly and responsively, offering personalised advice and practical help through a variety of channels.

Support is often layered, starting with urgent needs such as warmth and affordability, and progressing to longer-term solutions like home energy improvements or LCT guidance. What connects these journeys is a focus on delivering the right support, at the right time, in the right way.

The case studies below show how this tailored, people-centred approach works in practice, bringing together partners, tools and advice to make the energy transition more inclusive and accessible for everyone.

"They have been unbelievable and they helped me out so quick. They were very easy to deal with."

- Customer who received advice from our Home Decarbonisation Programme



NORTHERN POWERGRID

Green heating systems

Central heating and hot water can make up a significant part of your home energy bill and carbon emissions. Green heating systems can reduce the cost of heating your home in a sustainable way.

Case Study: Life Changing Home Energy Support - Bob and Beryl's Experience with Groundwork Green Doctors

Bob and Beryl were living in a cold and damp home with an outdated, inefficient boiler and no insulation upstairs. Like many older households, they were facing rising energy bills and growing concerns about their comfort, health, and affordability of heating - made more difficult by being less digitally connected and less likely to seek help online.

Their experience changed dramatically after being referred to Groundwork's Green Doctors through the Energy Matters service, support which provided to be life changing. Within just a month of the initial referral, they received a new, energy-efficient boiler and full insulation for their upstairs rooms. The Green Doctors managed the end-to-end process, from assessment to installation, removing barriers that often prevent vulnerable customers from accessing the help they need.

The improvement in their home was immediate. The damp problems were resolved, the property became easier to heat and retain warmth, and their energy bills dropped significantly. But beyond the practical benefits, Bob

and Beryl also experienced a renewed sense of confidence and control over their home environment. The worry and anxiety they once felt about energy costs were replaced with comfort and peace of mind.

This case highlights how personalised, face-to-face support — delivered quickly and with compassion — can transform lives. Groundwork's Green Doctors provided not just technical fixes, but reassurance and empowerment, helping Bob and Beryl feel safe, warm and supported in their own home.



Scan the QR code to hear Bob and Beryl share their story in their own words and describe the difference this support has made to their lives.

Case Study: Energy Choices Tool

To help customers navigate low-carbon technology options with confidence, we co-developed the Energy Choices Tool in partnership with National Grid Electricity Distribution. Now in soft launch, the tool is designed to guide customers through personalised questions, helping them understand which LCTs, such as heat pumps, solar panels or insulation, are most suited for their homes and circumstances.

By breaking down complex decisions into simple, user-friendly steps, the tool empowers customers to make informed choices aligned with their needs, property type and budget. It will soon be integrated into our service site, forming part of a wider digital platform that offers accessible, end-to-end support for the Net Zero transition.

Our Home Decarbonisation Service partners

We deliver our Home Decarbonisation service support through a growing network of trusted local organisations, each selected for their deep community insight, specialist expertise, and ability to reach the customers who need support most. Our regional coverage now spans rural and urban communities across Yorkshire and the North East, ensuring our service reflects the diversity of the areas we serve.

Customers can access this support in ways that work best for them — whether in-person, online, by phone, or through trusted intermediaries such as Citizens Advice. This flexibility ensures the programme is inclusive, accessible, and responsive to varying needs, digital abilities, and language preferences. Whether a customer is seeking advice at a city-centre drop-in, a rural outreach session, or via a dedicated self-serve tool, they are met with tailored guidance designed to support their unique journey to Net Zero.

Over the past year, we expanded this programme by partnering with four new organisations – Communitas, Citizens Advice North Yorkshire, Hull, and Leeds – increasing our number of Home Decarbonisation service partners to eight. Our delivery model empowers partners to shape support in line with the specific needs of their communities. Each organisation chooses delivery models, outreach methods, and services that reflect local demand, building on shared tools and cross-referrals with our Fuel Poverty partners to offer more holistic support than ever before. While many partners bring deep expertise in supporting vulnerable customers, low carbon technology is a newer space for most. By combining their local knowledge with our experience, fostering best practice sharing, and working collaboratively, we're supporting them to design effective, and community led models that expand the reach and impact of holistic energy support.

We have refined how our Fuel Poverty and Home Decarbonisation programmes are integrated using cross-partner referrals, shared tools, and growing collaboration between partners to help us deliver more holistic and impactful support than ever before. Our ongoing Home Decarbonisation partners are:

Citizens Advice Network | SROI: £10.95 | Volume of services delivered: 1,585,1918

Leeds

Leeds Citizens Advice & Law Centre delivers integrated Home Decarbonisation services and Fuel Poverty support through Freephone helplines and in-person advice sessions. LCT Advice is embedded within wider services such as PSR registration and income maximisation, providing holistic, tailored support to each customer. They also offer follow-up emails with energy-saving advice, which can be translated into multiple languages via their website, improving accessibility for non-English speakers. Leeds has worked with Citizens Advice Stockton to understand their learnings and best practice in delivery, even sending staff to Stockton to shadow LCT-specific sessions. This partner has also collaborated with Utilita to explore new ways to support LCT adoption.

Their energy-specific advice is aimed at helping residents reduce the risk of damp and mould—issues that are common in the area. Their support typically includes guidance on preventative measures, what to do when problems arise, and informing private tenants of their rights when it comes to housing standards and disrepair.

North Yorkshire

In their first year of delivering Home Decarbonisation support, Citizens Advice North Yorkshire has highlighted the clear benefits of combining this with Fuel Poverty advice, enabling a more complete service for households looking to reduce energy costs and improve long-term energy efficiency. Customers receive practical advice on how to improve their EPC ratings, access ECO measures, and benefit from national schemes such as the Great British Insulation Scheme and boiler replacement programmes. This joined-up model is making a meaningful difference for households in both the rural and urban communities covered by this organisation's support.

 They have offered their time and services to help people. I was in a time of desperate need, and they didn't need to help but they are just angels, we need more people like this in the world. They didn't judge my situation or my background, they only cared about an end result which was helping me.

- Customer supported by Citizens Advice North Yorkshire

Hull

Now in their second year of delivering Home Decarbonisation support, Citizens Advice Hull tailors their service to meet the diverse needs of a region that spans both affluent and deprived communities. In areas facing higher levels of deprivation, the focus is on delivering energy efficiency measures through grants, helping customers make meaningful, long-term reductions to their energy bills. In more affluent areas, the team provides hands-on support to guide customers through the adoption of low-carbon technologies, ensuring that those who are able to pay can access the information needed to take meaningful action on decarbonisation. This flexible model allows the service to be targeted and effective, whatever the customer's circumstances.

Stockton

Citizens Advice Stockton has played a central role in the rollout of our Home Decarbonisation programme. After the successful pilot last year, they have shaped best practice and supported the expansion of services to newer delivery partners in Hull, Leeds, and North Yorkshire. Management at Stockton has been a vital source of insight, recommending training courses, advising on delivery models, sharing key resources, and working with us to develop a standardised reporting approach now used across all branches offering LCT support. In parallel, they continue to work closely with local social housing providers to drive LCT take-up and provide advocacy for residents. Their collaborative approach strengthens delivery across the wider partnership and helps ensure consistent, high-quality support for customers.

Communitas | SROI: -£0.01 | Volume of services delivered: 104

Communitas Energy provides nationwide support for low-carbon technology uptake, primarily via telephone, allowing them to serve customers across a wide geography without needing a local presence. With a combined 35 years of experience in this space, they support a full spectrum of households—from those eligible for grants to those able to pay, focusing particularly on heat electrification and solar PV. Their customer volumes have grown rapidly through cross-partner referrals from organisations in our Fuel Poverty network that do not deliver Home Decarbonisation support themselves. With our funding, Communitas launched a new Home Heating Hub on their website, offering customers a clear and straightforward way to access one-to-one telephone support and tailored advice. Once fully rolled out in Year 3, the Energy Choices Tool will signpost directly to Communitas, streamlining access to expert guidance and ensuring customers are connected to the right support pathway. While the SROI was negative in Year 2—reflecting the early-stage nature of the service—we are confident that this will shift positively in Year 3, driven by the now-established referral network, the launch of the Home Heating Hub, and the additional reach provided by the Energy Choices Tool.

National Energy Foundation (NEF) | SROI: £1.57 | Volume of services delivered: 1,869

NEF is a large national partner and the only organisation in our network based outside the Northern Powergrid region. Despite this, they have established strong working relationships with local organisations to ensure meaningful regional delivery. As specialists in low carbon technology (LCT) advice, NEF now focuses solely on Home Decarbonisation support, with grant eligibility checks now embedded into their LCT offer, streamlining the service and maintaining high value for customers.

Embedding fair and inclusive services across all customer touchpoints

Our commitment to a fair energy transition goes beyond supporting customers to decarbonise their homes. We are also working to embed fairness, accessibility and inclusion across our wider services, ensuring that no one is excluded from the opportunities presented by Net Zero.

This includes a growing number of innovative projects designed to make our services more equitable and responsive to diverse needs, from how we communicate with customers to how we train staff and design digital tools. Several of these initiatives are highlighted in the case studies below, illustrating how inclusive principles are being put into practice across our organisation.

Case Study: Practical Support for the Public Sector and Social Housing



Decarbonising heat and buildings is one of the UK's most urgent Net Zero challenges – particularly across the public estate and social housing stock, which includes schools, hospitals, high-rise flats, and emergency services. At

Northern Powergrid, we are taking a proactive, hands-on approach to help the organisations leading this change go further and faster.

Our role goes beyond grid infrastructure; we provide expert guidance, unlock early planning, and offer targeted support to reduce delays, cost, and risk. Through dedicated forums, strategic partnerships, and technical collaboration, we are making it easier for public and housing sector partners to deliver ambitious decarbonisation programmes that benefit people and communities. Examples in 2024/25 include:

- To strengthen cross-sector coordination, we now host dedicated quarterly roundtables with emergency services (police, fire, ambulance). These sessions have become a trusted space for stakeholders to share progress, raise challenges, and align their delivery timelines with our network planning.
- Recognising the importance of tailored engagement, we launched a new account management model for social housing providers, giving them direct access to our

technical teams at the earliest planning stages.

- Our Social Housing Forum continues to play a central role in bringing together housing providers with our internal teams. It provides a platform to share practical challenges, such as dealing with looped services that complicate retrofit works, collaborate on new solutions to streamline delivery and reduce disruption, highlight successes and track progress across the region. Feedback from recent roundtables shows clear momentum: many housing providers who were previously in the early planning phase have now moved into delivery, aided by early and sustained engagement with our team.

A standout example of our collaborative approach is our work with Connected Response and Newcastle City Council. Together, we are supporting the installation of smart heating systems in a 138-property high-rise block. These intelligent electric heating units help residents, many of whom are vulnerable, better manage their energy use and costs, while enabling future flexibility services that support the grid.

We are actively studying the impact of these systems on our network, with the goal of unlocking greater system value and wider adoption. This partnership is a strong example of how data, innovation, and customer need can come together to accelerate decarbonisation in housing.

Case Study: Community Energy Delivery Team – Empowering Local Decarbonisation



To make the transition to Net Zero more inclusive and community-led, we have recruited a dedicated Community Energy Team — one of the first of its kind among UK DNOs to move beyond outreach and offer hands-on, structured support to grassroots energy groups.

Launched in 2025 and housed within the Customer Service directorate, this team of four provides direct guidance to community groups navigating the complex journey of setting up local energy projects. From funding applications and stakeholder engagement to technical advice and grid connection processes, the team ensures that community organisations are supported at every stage.

Each group is assigned a dedicated advisor as a single point of contact, enabling responsive, tailored support. The offer includes:

- **Guidance:** Step-by-step help with planning, connections, and project delivery
- **Training:** Practical workshops and modules on funding bids, carbon reduction planning, and more
- **Engagement:** Regional events to share best practice and build partnerships

Crucially, the team also helps unlock funding through the Northern Powergrid Foundation, creating a joined-up offer that makes community energy more accessible to those who need it most. This is a growing service that we will continue to develop, positioning ourselves as strategic leaders by bringing together the needs of local communities with the evolving requirements of the energy network.

Forward plans

- Using AI insights to refine delivery and improve consistency across our Net Zero services.
- Engaging with policymakers to ensure vulnerable customers are prioritised in the CP2030 transition.
- Embedding vulnerability into all decarbonisation efforts, including energy efficiency and flexibility.
- Partnering with E.ON to test integrated approaches that benefit both customers and the grid.

“Northern Powergrid is a trusted voice in addressing the climate emergency, and we want to ensure community energy stakeholders have access to the right advice—from us and our partners—to make informed decisions and support their communities. It's vital that no one is left behind in the energy transition.”

- Ella Pinder,
Vulnerability
Policy Manager,
Northern
Powergrid

Our impact over the past year

We've made significant progress toward our targets for supporting vulnerable customers this year, as outlined in the summary table below. Throughout this report, we hope it's clear that our efforts go beyond meeting targets—we're focused on making a meaningful, positive difference in people's lives.

Annual progress against Consumer Vulnerability Incentive performance metric targets

An independent assessment conducted by a third party for all of the DNOs has confirmed that the results presented in the tables below were produced in line with all relevant industry guidelines.

Table 8: CV ODI-F - Ongoing Performance

METRIC	Year 1		Year 2		Year 2 Target		Year 5 Target	
	NPgN	NPgY	NPgN	NPgY	NPgN	NPgY	NPgN	NPgY
PSR Reach	66.7%	61.9%	77.8%	74.7%	70%	70%	78%	78%
Social Value of Fuel Poverty Services Delivered (NPV)	£5,519,092	£838,160	£14,404,626	£12,649,191	£3.7m	£5.32m	£9.06m	£13.01m
Social value of Low Carbon Transition Services Delivered (NPV)	£710,259	-£1,071	£2,209,278	£1,190,425	£1.39m	£2.01m	£7.83m	£10.6m
Customer satisfaction score of Fuel Poverty Services Delivered	9.59	9.19	9.52	9.15	9/10	9/10	9/10	9/10
Customer satisfaction score of Low Carbon Transition Services Delivered	9.29	8.14	9.29	8.9	9/10	9/10	9/10	9/10

Please note: The Year 1 NPV figures above have been revised in line with the updated DNO rulebook. All figures are cumulative with the exception of Customer Satisfaction Survey scores.

Table 9: Regularly Reported Evidence

RRE	Expectations	Year 1	Year 2	Year 2 Target	Year 5 Target
Frequency of PSR customer data cleanse	Every two years	100% of customers cleansed every 24 months	100% of customers cleansed every 24 months	100% of customers cleansed every 24 months	100% of customers cleansed every 24 months
CSS score for PSR customers who have experienced a power cut	9.0	8.92	9.01	9.0	9.0
The volume of Fuel Poverty Services Delivered	100,000	16,484	36,560	40,000	100,000
The volume of Low Carbon Transition Services Delivered	25,000	714	6,412	10,000	25,000

Bringing to life the social impact of our programmes

Case study: Exemplary Fuel Poverty support



Citizens Advice Hull & East Riding were contacted by a customer living alone in a one-bedroom housing association property, with complex health issues and limited ability to manage bills. This customer had been issued an energy bill for £11,318 after her account was transferred from SSE to Ovo. Due to sporadic meter readings, Ovo had overestimated her usage at around £1,000 per month.

Feeling distressed and unable to cope, the customer turned to Citizens Advice Hull & East Riding. With her authority, the adviser liaised directly with Ovo, challenged the billing error, and pushed for a full investigation. After ten weeks, the bill was reduced to £417.95 - a saving of over £10,900.

In addition to resolving the billing issue, the customer was referred to Ovo's specialist support team to assess affordability, and added to the Priority Services Register for both energy and water. This case highlights the life-changing impact and significant cost savings that holistic, person-centred support can deliver for vulnerable customers.

Case study: Exemplary Home Decarbonisation support



Citizens Advice Hull identified an elderly customer struggling with her energy needs and wellbeing. The team at Citizens Advice recognised that her situation required more personalised support than could be provided over the phone, so the team referred her to Groundwork's Green Doctors. Through a home visit, the Green Doctors team uncovered multiple issues that were severely affecting the customer's health, comfort, and safety. The property had no central heating, visible damp, no carbon monoxide detectors, and no insulation in the walls or loft. While remote advice can uncover such issues when raised by the customer, in this case they were not mentioned during initial phone contact and likely would have remained undetected without the home visit. Thanks to strong cross-referral pathways and joined-up support, within six weeks the customer had been connected with a range of services.

She received insulation for her loft and walls, a home safety assessment from the fire brigade, treatment to address damp and mould, and installation of new ventilators, solar panels, and a heat pump. She was also supported to claim Government benefits she was eligible for but had not previously accessed. This highlights the impact of in-home assessments and integrated delivery.

2024/25 performance in summary



We're proud of the progress we've made this year but know that there is still more to come.

The table below summarises our progress and performance over the past 12 months, as set out in more detail within this report.

Table 10: Northern Powergrid Vulnerability Commitments Performance

Vulnerability strategy commitment	Description	Expected outcome/benefit (All numbers are 2028 targets unless stated)	Key milestones	RAG status	Status update (All numbers are 2024/25 performance)
VN1) Undertake targeted recruitment of vulnerable customers to our Priority Services Membership (PSM), contacting all PSM customers every two years to refresh our records	Provide colleagues release access to our PSM; develop our recruitment campaigns to reflect regional differences; give our vulnerable customers more choice in how they engage with us, including by creating a fully digitised 'one-stop-shop solution' by 2024/25	78% of all eligible customers recruited to PSM 100% Proactive contact for data cleanse every 24 months for PSM customers Greater reach to support vulnerable customers Greater flexibility for how vulnerable customers access our information and communicate with us	63.9% of all eligible customers recruited to PSM by 2024/25 Fully digitised 'one-stop-solution' by 2024/25	Green	76% of all eligible customers recruited to PSM One stop-shop solution delayed slightly to become part of overarching accessible digital solution for customers Data cleanse targets met and focus on customer experience of the process Customer service hub delivered
VN2) Provide enhanced support to vulnerable customers during power cuts, including temporary restoration and communications (LO)	Provide enhanced customer support vehicles during planned and unplanned power cuts; deliver proactive communication during power cuts; roll out regional use of net zero-ready SilentPower mobile battery vehicles to support temporary restoration; establish a new on-site support team	93.1% satisfaction of PSM customers (Broad measure of customer service: power cuts (BMCS)) 95% proactive contact of all PSM customers within 3 hours 75% customers offered enhanced support on site for >6hr power cuts Tailored support during a power cut Personalised and proactive support	On-site responder team embedded (2023/24) Expanding consumer vulnerability team (2024/25) 6 new customer service vehicles in place (2024/25)	Green	90.2% satisfaction of PSM customers (BMCS: power cuts) 93.47% of all PSM customers were contacted within 3 hours Core team of 8 vulnerability specialists driving improvements across the business 96.2% of power cuts lasting over 6 hours saw face-to-face support provided by a proactive responder
VN3) Use data and partnerships to enhance our support for vulnerable customers, sharing information with trusted partners to access hard-to-reach customers	Share and make priority services, enhanced service information and support tools available amongst trusted partners and identify additional data sources and partnerships to allow us to track and respond to new and emerging issues	Refresh our regional demographic/social indicator mapping data every 24 months Targeted support Greater understanding of our customer base	Regional vulnerability tool Open Maps in place to identify current and future trends and needs	Green	1,200 + partners being engaged through Stronger Together network 24hr access to PSM data for resilience partners available through resilience direct
VN4) Support customers in fuel poverty with affordability services, targeting 100,000 customers to unlock up to £40m of benefits	Extend our partnership reach to deliver a regionally-tailored, multifaceted affordability service and work with partners to educate customers on energy efficiency and available grants	20,000 fuel poverty interventions per annum Up to £40m of benefits over the ED2 period Different forms of vulnerability addressed		Green	20, 000 customers supported through tailored regional fuel poverty programme building on the momentum from last year
VN5) Work with partners to put in place initiatives that overcome barriers to the smart energy transition and support a socially inclusive transition to net zero, targeting 25,000 interventions	Work with partners to offer customers tailored support on how to benefit from the transition to net zero and ensure vulnerable customers are not left behind	5,000 customers engaged through Decarbonising Homes programme per annum Vulnerable customers supported to allow them to benefit from the low carbon transition		Amber	Supported over 5,000 customers last year, a significant improvement year on year. We turn our focus to value of services in light of the barriers customers are facing in LCT take up
VN6) Embed vulnerability across our business operations	Deliver enhanced, regionally focused training to colleagues every 24 months, Apply vulnerability criteria (once standard criteria has been met) as part of prioritising network investment works	100% front-line staff trained in rolling 24-month programme Enhanced support for vulnerable customers across the range of our services	All new starters trained as part of Best Welcome induction Refresher training for all colleagues every 24 months	Green	Delivering the Power of Power of 10 for our customer digital training introduced in 2024 1430 colleagues have completed the digital training Vulnerability content has been woven into Best Welcome induction content





RIIO-ED2 Vulnerability ODI Assessment – AVR Table 6

27/06/2025

Overview of final assessment

In alignment with Table 6, located in the 'Vulnerability Assessor – Scope of Works' document.

Table 6

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 FP services delivered	3	Assurance that performance against the targets has been calculated and reported in line with the common Social Value Framework methodology	The £NPV value calculated is in line with the common Social Value Framework Rulebook	Y
			The £NPV 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 £NPV value calculated is in line with the common Social Value Framework Rulebook	Y
			The £NPV 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

Based on the above, we are pleased to confirm alignment with the agreed-upon reporting guidelines for the Y2 AVR element of NPg's RIIO-ED2 Vulnerability ODI.

Sincerely,

Alessio Villanacci

Director, Sirio

A handwritten signature in black ink, appearing to read 'Alessio' followed by a stylized 'V' and a period.



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