

# EIP031

## How can we increase uptake of the PSR?

### Problem Statement Details

We estimate that there are around 3.5 million people across UK Power Networks’ regions that are in vulnerable circumstances and are eligible for additional support in the event of power outages through the Priority Services Register (PSR). UK Power Networks is currently only aware of and subsequently able to offer support to 62% of these customers.

As a socially responsible corporate citizen, we have committed to substantially increasing the uptake of these priority services to 86%, equating to over 800,000 new registrations to the PSR, to ensure that all customers that are vulnerable and eligible have the support from the PSR and UK Power Networks that they need. This is particularly important now in the social and economic context of the Cost-of-Living crisis where an increasing number of people are in need.

**We need to identify and register over 800,000 new customers onto the PSR in ED2.**

**Why is this a challenge?**

Identifying the customers that are eligible becomes increasingly difficult as each incremental improvement comes at an increasingly higher cost to find those that are increasingly hard to reach.

**Why is this a challenge?**

Eligible customers may not know they are eligible or understand the benefits of the PSR and therefore don’t proactively register. Subsequently, UK Power Networks must proactively find those that are eligible.

**Why is this a challenge?**

UK Power Networks has utilised a range of data sources and tools to better identify these customers in RIIO-ED1, however, to meet this scale of ambition, further solutions are needed.

**Why is this a challenge?**

We need to find new ways to identify customers, educate them about the benefits of the PSR and encourage them to register for the PSR in order to register more people in the first two years of RIIO-ED2 than UK Power Networks managed in all of RIIO-ED1.

**Countermeasure:** We need to go beyond traditional methods and find innovative ways to identify and reach these hard-to-reach eligible vulnerable customers.

We’ve also established a business PSR during the last year of RIIO-ED1. We have the ambition of registering over 600,000 SME businesses in vulnerable circumstances.

SME business in vulnerable circumstances is defined as follows:

- Operation is susceptible to a single power outage caused by factors outside its control, which regardless of duration:
  - Has the potential to significantly impact the lives and wellbeing of its employees or customers.

- Impacts the business operations to such a degree that it results in material financial loss to the business.
- Main point of contact has an impairment or communication need that, when identified, requires adjustments to ensure all communication from us is accessible.

Identifying and registering these customers follow similar challenges to those faced in the domestic PSR.

## Key Stakeholders

Eligible vulnerable customers that are being denied the benefits and support of being on the PSR. See eligibility here: [About the Priority Services Register | UK power networks.](#)

SME businesses in vulnerable circumstances.

## Target Market

Over 800,000 eligible vulnerable customers within the UK Power Networks licence area that are not currently on our PSR. Similarly, 600,000 SME businesses in vulnerable circumstances.

## Enablers and Constraints

**Tools overlaying socio-economic data sets** – built geospatial tools ([Socially Green](#)) that layer national vulnerability datasets. This allows us to map and understand key areas of vulnerability and thus focus our efforts in those areas. Successful in the past but decreasing marginal improvements as a decreasing number of our customers show up on these datasets (hard-to-reach).

**Data sharing** – Currently sharing PSR data with water companies. This has been relatively successful but limited ability to scale in the future as the thinking needs to evolve to consider wider data which currently aren't accessible due to data protection constraints.

**Resource sharing between DNOs** – in progress currently. Platform that all DNOs could send all customers centrally to register for the PSR. Unknown success rate but mostly DNOs will focus campaigns in their own areas

**Approaches raising awareness** – Traditional approaches and channels have been used to date. Opportunity to consider new innovative approaches to raising awareness and encourage registration.

## Scalability and Target Implementation Date

The aim is to identify and register these individuals as soon as possible to ensure they get access to the support as soon as possible. Solutions will also be scalable to other energy networks within Great Britain.

## Innovation Strategy Target Areas

Innovation Theme	Target Area	Primary or Secondary
<b>Data and Digitalisation</b>	<p>The shift to data-driven, digitally-enabled networks is critical as we move towards Net Zero.</p> <p>We need your help to drive standardisation, interoperability, security and digital skills whilst accelerating our transformation to data-driven networks by the mid 2030s.</p>	Secondary
<b>Flexibility and Market Evolution</b>	<p>Energy networks must quickly and efficiently respond to the rapidly evolving needs of the energy system transition. We need your support to eliminate barriers to new market entrants, deploy novel commercial and network management solutions whilst ensuring fair participation and eliminating regulatory barriers within the RIIO-2 price control periods.</p>	Not applicable
<b>Net zero and the energy system transition</b>	<p>In order to meet the UK net zero targets of 2050 we must start converting our networks to deliver low carbon fuels today. We want to work with you to develop the role of our gas networks into the future by investigating, trialling, implementing and delivering safe, low carbon alternatives to natural gas such as Hydrogen.</p> <p>Net Zero requires connection of more low and zero carbon sources of energy generation, storage and demand to both the transmission and distribution networks. We need your innovative methods for effective network management and accessing flexibility to improve visibility, forecasting and modelling of low carbon technologies.</p>	Not applicable
<b>Optimised assets and practices</b>	<p>Innovation has a key role to play in ensuring our networks continue to remain reliable, safe, secure and resilient to our changing climate. We are constantly looking to improve and welcome support to identify methods to prevent interruptions, ensure resilience, reduce climate impact and future-proof our networks.</p>	Not applicable
<b>Supporting Consumers in Vulnerable Situations</b>	<p>Equality and fairness are the foundations of a just transition to Net Zero. We hope you can provide insight into the transient and situational nature of vulnerability and how we can overcome the impact the energy system has on consumers, building strong relationships for the future.</p>	Primary
<b>Whole Energy System Transition</b>	<p>The energy system must consider the full range of opportunities, risks and interdependencies that exist across the energy networks to integrate and optimise them in a way that best serves the consumer. We are looking for ways to improve visibility of the networks and transitional options, co-ordinate approaches and collaborate across the UK.</p>	Not applicable