Energy Theft Reduction Expert Group

12 December 2023



Agenda

Location: The Office Group – The Stanley Building, 7 Pancras Square Kings Cross, London, N1C 4AG (Meeting Rooms: 7 & 8)
Coffee: 10am to 10:30am (agenda to commence 10:30am)

01 Welcome and round table introductions

02 ETREG Action Updates

03 Energy Theft Forum Reflections and Actions

04 Draft Theft Target Methodology Update

05 ETREG Feedback on RECCo E2E Process Mapping Response

06 Stay Energy Safe Personas

07 Network Engagement Service

08 Theft Hub Feedback

09 ETREG Members Survey

10 Interactive session: where do you want to see movement in 2024 on energy theft?

11 Forward Agenda

12 AOB

Welcome and Introductions

Aiyesha Andrade

Start thinking....

Later in the agenda, we will be asking you to share your thoughts on where you would like to see movement on energy theft in 2024. Feel free to start making a note of your thoughts on this ready for this agenda item.

Minutes of the Previous Meeting

The ETREG is invited to approve the minutes of the previous meeting.

Action Updates

Rosalind Timperley

ETREG Action Updates

Reference	Action	Owner	Target Date	Update
ETREG_07_01	Share if they are aware of a data set that can be used to identify the volume of non-domestic sites with domestic customers.	ETREG members	November 2023	
ETREG_07_02	Electralink to present the proposed process for the theft investigations as part of the trial to ETREG members via the meeting	ElectraLink	TBC	
ETREG_07_03	ETREG members to share feedback and comments on the Theft Monitoring Intelligence Reporting to Gemserv via alessandro.scarlatti@gemserv.com	ETREG members	November 2023	
ETREG_07_04	RECCo to issue a survey to gain feedback on the ETREG and energy theft forum to understand what is working well and what could be improved.	RECCo	November 2023	Agenda item

Forum Reflections

All

Forum Action Updates

Reference	Action	Owner	Target Date	Update
Forum 02_01	Add email signature friendly material to the Stay Energy Safe Partner Portal.	ETTOS Service Provider	TBC	
Forum 02_02	Share information with RECCo on the illegal business offering meter tampers that were raised during the forum	Forum Attendees	December 2023	
Forum 02_03	Attendees who have had success in getting harmful web content removed to share learnings with RECCo via theft@retailenergycode.co.uk, so that RECCo can share these learnings with industry.	Forum Attendees	December 2023	
Forum 02_04	Explore whether guidance can be put in place around what information suppliers are legally allowed to share with each other. For example, where a customer under suspicion of theft changes Supplier before the stage of proven theft, can this be shared with the new Supplier.	RECCo	TBC	

November 2023 Energy Theft Forum

- 79 participants joined the November Energy Theft Forum
- 6 completed the post event survey, giving an average rating of 4.7 out of 5
- The survey invited respondents to put forward suggestions to optimise future forums, with the following responses received:

ID ↑	Name	Responses
1	anonymous	Perhaps have a in-person one!
2	anonymous	No improvements - I have just carried out an Energy Theft Review internally about a month ago and this forum gave me confidence in my summary I provided to my peers was correct and thorough
3	anonymous	More structure - for example a pre forum handout with the content and pre planned breaks. A face to face meet up for networking in the industry would be great for future plans.
4	anonymous	Not this time.

ETREG Members are invited to share any feedback they may have on the November Energy Theft Forum and propose topics for the next forum

Theft Target Methodology 2024/25 Update

Nirav Vyas

Change Options Survey

This is the first year that responsibility for the Theft Target Methodology was with the Code Manager, following R0091. An options paper and call for evidence was released in September 2023 following finalisation of the previous scheme year processes.

- Survey questions scope covered all areas of the TTM with the intention to gather as much feedback and evidence as possible and explore a wide range of possible changes.
- Party responses encouraged through variety of communications.
- 13 organisations responded, including ICoSS.
- Also consulted with ETREG, PAB, Ofgem and Citizen's Advice.
- Many responses received were of mixed opinions on key questions.
- Limited evidence provided to form a basis for change on many aspects, notably:
    - Splitting of the Non-Domestic pot to facilitate differential TDV and focussing of target
    - Updating the TDV to reflect current costs and differential costs by segment
- TTM changes are developed based on the nature and detail of the responses received, availability of sufficient and suitable evidence to support change and constraints within the wider industry data model. We have considered the need for firm evidence given the scheme design means that changes will typically benefit some suppliers and be to the detriment of others, as well as considering the administrative impact on parties.

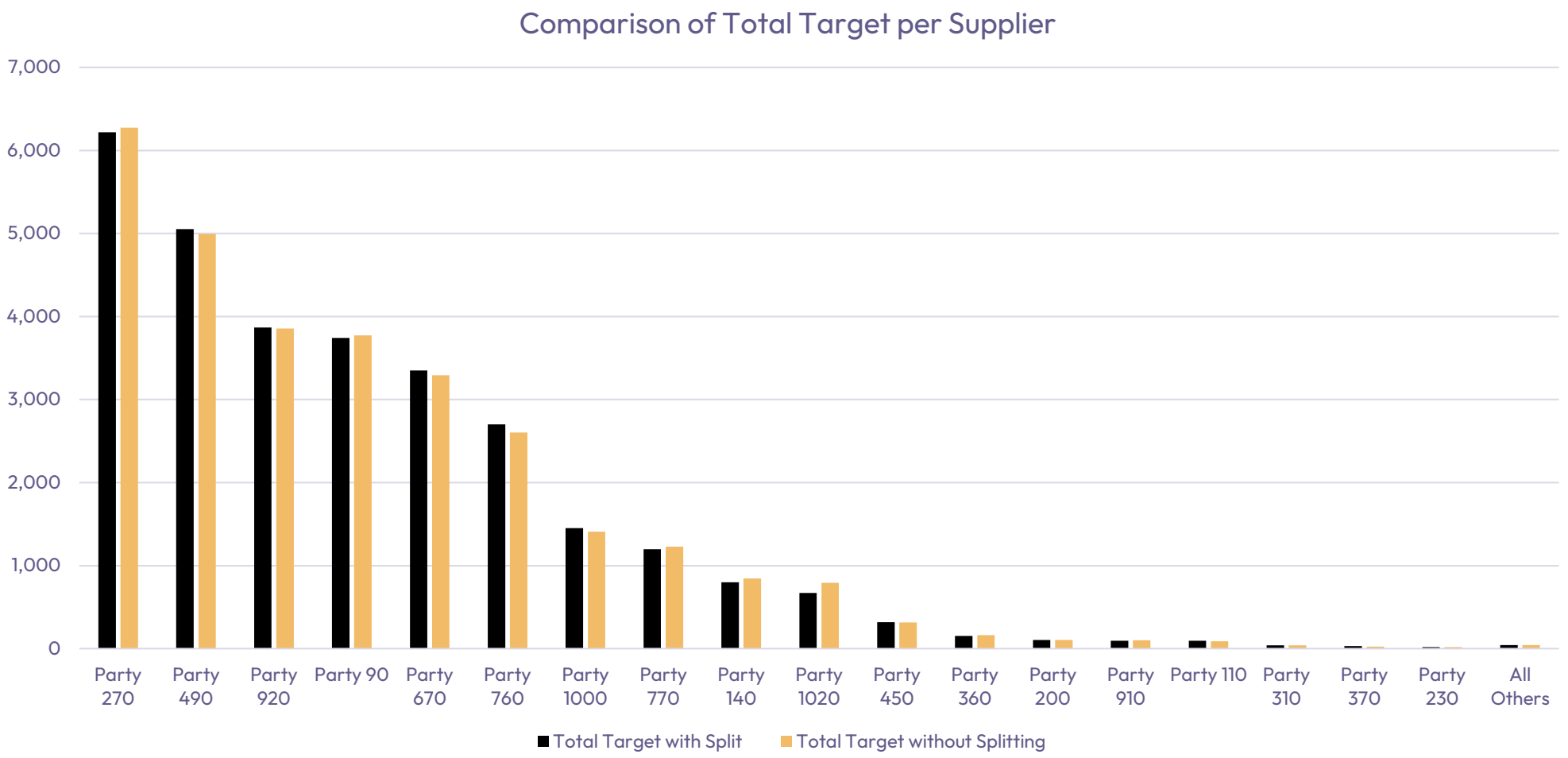
Theft Target Methodology Changes 2024/25

Changes to be progressed via Category 3 change

Item	Summary of Changes
Incentive Pots Split	Gas/Electricity Domestic customer segment to be split further by Smart and Non-Smart meter types. Support in responses received for the view that a Smart meter itself should be a deterrent for meter tampering.
Theft Detection Value	Adjusted for inflation using December 2023 CPI figure published by the Office for National Statistics (December CPI figure will be used once published).
Theft Targets	Addition of Smart and Non-Smart meter type targets within Domestic customer segment, with weighting applied to focus target on traditional metering. Overall target levels maintained to preserve scheme value.
Attribution Methodology	Addition of data used to split pots between Smart/Non-Smart incentive pots. Acknowledgement of potential issue with domestic premise indicator (under investigation).

Impact of change on Targets by Party

The following shows the total target that would be set if the Smart/Non-Smart split was applied (dark green) and if the current method was follows (light green).



Change Options not taken Forward and Future Plans

The following options were considered but not progressed at the current time. We have outlined our future plans, subject to the potential for a wider review of the scheme design superseding these considerations.

Item	Reasons	Future plans
Traditional Domestic Meter Type further split between Prepayment, and Credit	• Feedback from suppliers that investigations are not typically focussed on one meter type or the other. • No significant evidence provided to support differential costs of investigation. • Importance of not discouraging investigation of prepayment meters due to safety considerations.	• We will consider results from the periodic refresh of the TEM to gather additional information that may support need for split. • We will engage with ETREG, Ofgem and Citizen's Advice to understand any new insights on theft or supplier activities. • We will analyse theft results to consider if there is strong evidence to suggest a need to encourage greater focus on credit metering.
Non-Domestic customer Type Splits to include SME, I&C and Domestic Type customers	• Mixed responses on the need for and basis of a split. • Respondents do not believe it is realistic to differentiate SME and I&C customers with any reliable accuracy based on available industry data points (see also Appendix). • No consensus on a set of rules to define SME and I&C across the industry.	• We will continue to engage with Ofgem and DESNZ on their work to define Non-Domestic thresholds to gain a better understanding on how to apply the split. • We will perform further analysis in the coming year on the split of SME and I&C pots as more data becomes available.
Non-Domestic Meter Type Splits to include "domestic like", Traditional and Smart/AMR	• Reservations in responses on overcomplicating the split and not gaining much benefit from it. • Population for domestic-like pot less than 1m meter points and increases risks of outlier cases. • Given limited data to support updated TDV, potential benefit of change reduced.	• We will continue to engage with Ofgem and DESNZ on their work to define Non-Domestic thresholds to gain a better understanding on how to apply the split. • We will perform further analysis in the coming year on the split of SME and I&C pots as more data becomes available.

Change Options not taken Forward and Future Plans (continued)

Item	Reasons	Future plans
Theft Detection Value	• Diverse comments were regarding the differentiation of TDVs between pots and which costs should be considered. • Insufficient evidence provided (both via direct response or anonymously) regarding costs.	• We will engage further with industry participants including via ETREG over the next twelve months to try to gather further evidence to either support the current level of TDV or have a sufficient and consistent fact-base to adjust the value further. This will commence following publication of 2024/25 targets rather than as part of the wider TTM timeline given the difficulties experienced to date.
Theft Targets	• Considering the combination of TDV and Targets together, both would have to be amended together to avoid a smaller Incentive Pot Value and therefore lower Debit and Credit Payments, ultimately reducing the incentive nature of the Scheme. • Although limited information provided regarding TDV it did confirm suppliers are incurring significant costs consistent with the current scheme value in theft investigation.	• We will assess the effectiveness of the new approach to splitting a pot (i.e. domestic meters). • Following conclusion on updates to TDV we will consider the need for any consequential change to theft targets as part of the 2025/26 TTM drafting considering the overall impact on scheme value. • We will consider results from the periodic refresh of the TEM to gather additional information that may support a change of targets.

Appendix

The below is an extract taken from a DESNZ study on Microbusinesses that asked large Suppliers how they categorise SMEs (although dated 2014 this is indicative of the challenge in classifying I&C / SME customers consistently).

Table 1: Small and medium-sized enterprise definitions

	Electricity	*Gas*
Ofgem (microbusiness definition)	Consumption up to 100,000 kWh a year.	Consumption up to 293,000 kWh a year.
Centrica	Consumption up to 5,000,000 kWh a year and <20 sites.	Consumption up to 10,000,000 kWh a year and <20 sites.
E.ON	Consumption up to 1,000,000 kWh a year, not half-hourly metered and <20 sites.	Consumption up to 1,500,000 kWh a year and <20 sites.
EDF Energy	Profile classes 3 and 4, meters that are not part of groups of 50 or more sites and do not have complex metering.	Consumption up to [✂] a year ([✂] a year for new customers).
RWE npower	Consumption up to [✂] a year.	Consumption up to [✂] per year.
Scottish Power	Profile classes 3 and 4, single sites only.	Consumption up to 73,268 kWh a year, single sites only.
SSE	Profile classes 3 to 8, single sites only.	Quarterly billed customers, single sites only.

Source: Parties' responses

DESNZ study on Microbusinesses (2014)

ETREG Feedback on RECCo E2E Process Mapping Response

Ann Perry

End to End process mapping recommendations and RECCo's response

Commissioned by RECCo, Capgemini completed an end-to-end review of the Energy Theft processes

Recap of the aims of the activity:

- provide a comprehensive overview of end-to-end industry processes and data flows;
- identify applicable current licence and code requirements and overlay them onto the processes;
- identify areas of low industry awareness and understanding of processes
- identify any gaps in the E2E process where no REC Party has a clear role and responsibility for ensuring the efficacy of that process step and/or do not have appropriate incentive to do so
- identify gaps in current industry monitoring and reporting

Outputs

- A findings report; setting out 22 recommendations to address the gaps and issues identified
- A set of process maps that detail the end-to-end processes, obligations, inputs/outputs and gaps

The 'Review of Energy Theft Processes' report and a set of Energy Theft process maps can be found on the Energy Theft Reduction Hub, on the REC Portal, here

End to End process mapping recommendations and RECCo's response

RECCo's response

- Each recommendation has been reviewed against the activity inflight and planned.
- The priority of each recommendation has been assessed against the 5 case model elements (Green book)
- A response to each recommendation has been developed and was shared with ETREG members by email for review



E2E mapping recommendations

ETREG members were asked to review the recommendations and responses, and provide any feedback or comments on the proposed way forward

End to End process mapping recommendations - RECCo's response

Theft Detection Incentive Scheme	
Recommendation (summarised)	**RECCo's response (summarised)**
Full end to end review of TDIS	A review of the Theft Detection Incentive Scheme, and exploration of wider incentives, is already in scope of RECCo's Energy Theft Reduction Programme. We will take this forward, working with the Code Manager.
Increased Performance Assurance against current scheme	This recommendation will be raised with the REC Performance Assurance Board for consideration
Review the TDIS submission process	This is already in progress with the Code Manager
Utilising TDIS data for insights of repeated thefts: by site and by consumer	This is in scope of the Energy Theft Portal trial, the procurement and development of which is already in flight.

Management of unregistered sites	
Recommendation (summarised)	**RECCo's response (summarised)**
RFI to understand different processes in use	RECCo will take this forward, working with collaboratively with other energy Codes.
Explore potential reporting on the management of sites	Information from Parties will be obtained first to understand the current position, after which the next steps will then be determined and prioritised. This may include taking forward changes to REC Schedule 8, the introduction of additional reporting obligations and the application of Performance Assurance Measures.
Introduction of Performance Assurance measures	

End to End process mapping recommendations – RECCo's response

Switching	
Recommendation (summarised)	**RECCo's response (summarised)**
Conduct an assessment of the level of Energy Theft that goes undetected or continues longer than necessary due to Consumers changing supplier	We will consider this as part of any future analysis of the nature of consumer behaviours in relation to theft, subject to the necessary data becoming available.
Assess feasibility of a theft related Switch Objection	Implementing this recommendation would likely require changes to the Electricity and Gas Supply Conditions, which has previously been consulted upon. We will pursue this with Ofgem.

Permanent Service Removal	
Recommendation (summarised)	**RECCo's response (summarised)**
Develop a consistent process for parties to request a service removal and prevent a new service being installed before a theft is remedied	Further information on the current processes to be obtained first, together with the impacts experienced by parties and Consumers, after which the next steps will then be determined and prioritised.
Review obligations on Network Parties to prevent theft (e.g. denying a new connection following service removal)	

End to End process mapping recommendations - RECCo's response

Improving Theft outcomes	
Recommendation (summarised)	**RECCo's response (summarised)**
Public publication of theft outcomes	RECCo is developing a detailed strategy for how awareness and action about Energy Theft can best be raised across both industry and consumers. This will result in projects and initiatives to increase awareness and action. This recommendation is within the scope of this activity.
Address the inconsistent reporting across Police forces	This will be progressed through our ongoing discussions with the Police and will be considered and assessed as part of our feasibility for a partnership with the Police.
Best practice guidance: Gathering and storing evidence and Taking forward prosecutions	These will be progressed, either through ongoing discussions with the Police or will be considered as part of a project that has been initiated to research possible legal avenues that may be available to RECCo and REC Parties
Secure mechanisms for sharing and storage of evidence and information about theft between parties	These recommendations are being considered and assessed by the Code Manager as part of Change Proposal R0121 and will be considered for inclusion as part of the Energy Theft Portal in the future.

End to End process mapping recommendations – RECCo's response

Calculating losses and entering into Settlements	
Recommendation (summarised)	**RECCo's response (summarised)**
Explore whether additional Performance Assurance activity is required regarding correctly entering energy associated with theft into settlements	We will engage with Elexon and Xoserve to make them aware of the extent of the issue and identify ways that we can support them in addressing this issue.
Review and refresh the tools and resources made available to parties to calculate losses resulting from Energy Theft	

Stay Energy Safe

Personas

Working in partnership with

CrimeStoppers.

December 2023

Introductions



Eleni Andronicou

Senior Account Manager,
BH&P



Nav Chaudhry

Group Account Director,
BH&P

Areas to Cover

Stay Energy Safe Research

The Personas

Channel Strategy


Research

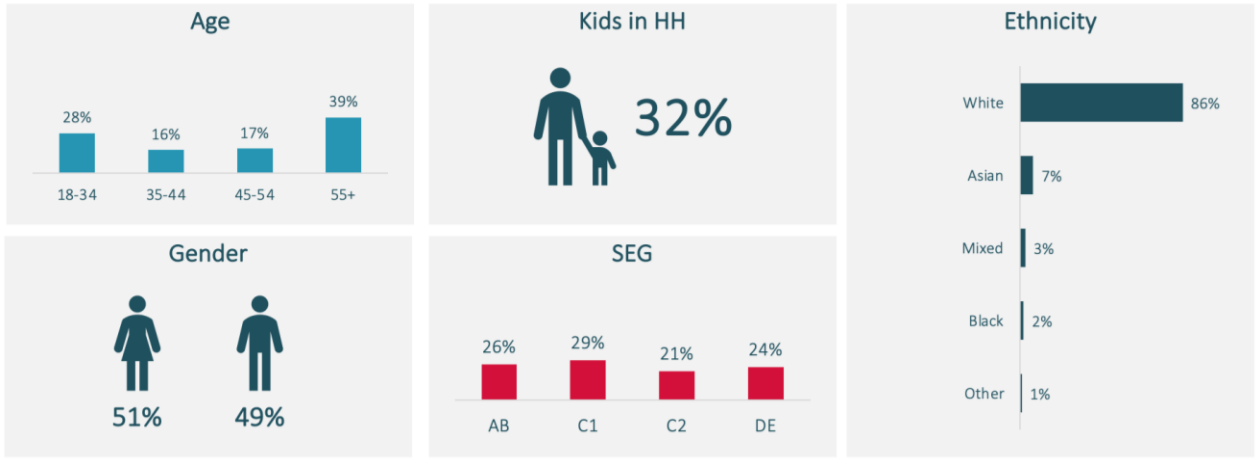
Research – Stage 1

Purpose: In August, we initiated a research project with the goal to identify up-to-date and relevant Stay Energy Safe personas in detail, in order to guide our paid channel strategy.

Insight:

- As a starting point, we used the 4 defined personas that were formed based on qualitative and qualitative research insights, overlaid with geodemographics and insights based on media performance.
- We used a comprehensive 20-minute questionnaire targeting a representative sample of the UK population (1,507 respondents)

Outcome: A detailed report that explores the different personas and their distinct characteristics for example, demographic and media consumption data.



Research – Stage 2

1. GWI – Research Panel

- To overlay the personas, we are using GWI, a research panel with over 58,000 data points
- By plugging the personas into the research panel, we are able to understand specific media consumption choices of our personas via their preferred platforms and channels.
- We will also be able to get a vast amount of persona specific insight around their energy company, their specific habits, behaviours, and attitudes.

2. Messaging Matrix

- The messaging matrix aims to have a specific tone and voice tailored to what each persona will resonate and relate to.
- The benefit of this is that it allows us to be hyper targeted in our conversations with our individual personas.







Personas

The 6 Personas

1 Firsthand Experience of energy theft

10%



HOW DID WE DEFINE THEM? People who have already encountered a situation where they have suspected or been approached by someone to steal energy.

2 Consider 'altering meter to reduce bills' low-level crime

11%



HOW DID WE DEFINE THEM? Said that 'altering your gas or electricity meter to reduce bills' is a low-level crime that does not concern them.

3 Aware of Stay Energy Safe

8%



HOW DID WE DEFINE THEM? All those aware of Stay Energy Safe pre proposition exposure.

4 Would definitely report energy theft

10%



HOW DID WE DEFINE THEM? All those who said they would report Energy Theft in all 4 scenarios.

5 Non-reporters that you could persuade

32%



HOW DID WE DEFINE THEM? People who said they would **not report Energy theft** in all 4 scenario (but could do other actions, such as for e.g. looking for information online). After reading the Stay Energy Safe proposition, they said would be likely to report energy theft.

6 Would do nothing but could be persuaded

6%



HOW DID WE DEFINE THEM? People who said they would **do nothing** in all 4 scenarios of Energy Theft (not even indirect actions). However, after reading the Stay Energy Safe proposition, they said would now be likely to report energy theft if they came across it.

Firsthand Experience of energy theft

Compared to the total sample, these people are more likely to be living in a rented flat in urban areas such as London. They are also more likely to read newspapers and use Twitter.

% of UK population

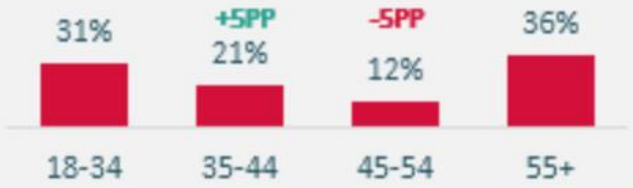


This group is defined by all those who said **'yes', to any of the 3 situations at question E1**:

1. Suspected someone you know has stolen energy
2. Been approached by someone who said they would alter your energy meter to save money on your household energy bills
3. Suspected your current or previous employer has stolen energy

Age

Average age: 46



Gender

47% 53%

Awareness

11% Aware of Stay Energy Safe

Kids in HH

36%

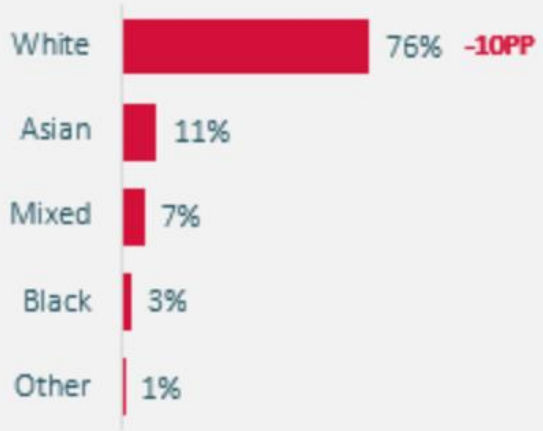
Media consumption

- More likely to listen to **podcasts** weekly (39% vs 29%)
- More likely to read printed and online **newspapers / magazines** weekly (40% vs 30% and 64% vs 56%)
- More likely to use the following social media:

Where do they live?

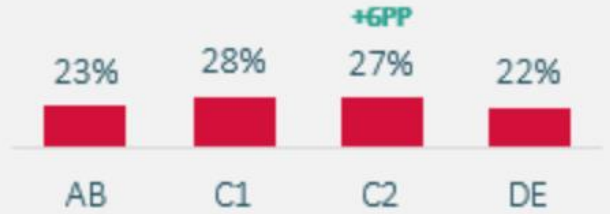
- More likely to live in a **rented home** (40% vs 32%)
- **More likely to live in a flat** (24% vs 19%)
- More likely to live in home **rented from Housing Association or Local Authority** (24% vs 17%)
- More likely to live in an **urban environment** (56% vs 40%)
- More likely to live in **London** (19% vs 13%)
- More likely to have already installed **all types of home improvement**

Ethnicity



SEG

Avg HH income: £39,521

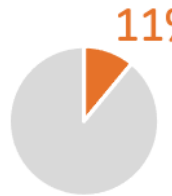


All those who have firsthand experiences (n=154)

+5PP / -5PP = higher/lower vs total sample

Consider 'altering meter to reduce bills' low-level crime

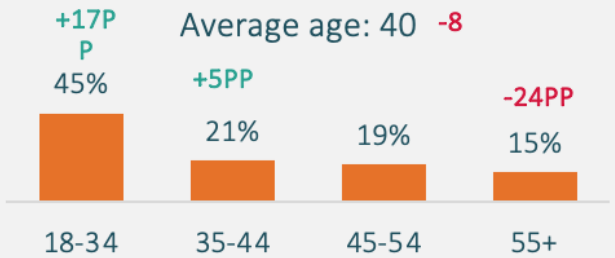
This group are more likely to be 18-34 living in a rented flat. They are more likely to use a range of social media platforms, listen to podcasts and watch online videos



% of UK population

This group is defined by all those who said that '**altering your gas or electricity meter** to reduce bills' is a **low-level crime** that **does not concern them.**

Age



Gender

48% 52%

Awareness

7% Aware of Stay Energy Safe

Kids in HH

33%

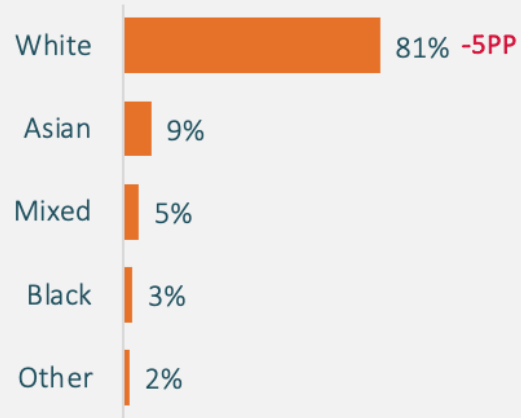
Media consumption

- More likely to use social media, listen to podcasts and watch online videos weekly
- Less likely to watch live TV, listen to the radio and read newspapers / magazines
- More likely to use the following social media:

Where do they live?

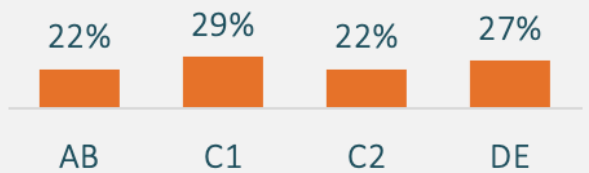
- More likely to live in a **rented home** (46% vs 32%)
- More likely to live in a **flat** (24% vs 18%)

Ethnicity



SEG

Avg HH income: £38,969



All those who think altering their meter to save money on bills is a low-level crime (n=169) +5PP / -5PP = higher/lower vs total sample

Aware of Stay Energy Safe

This group are more likely to be younger, affluent males living in urban areas such as London. They are more likely to have children and already installed a range of home improvements.



This group is defined by all those who said **'yes', they are aware of Stay Energy Safe** at question A1.

Kids in HH

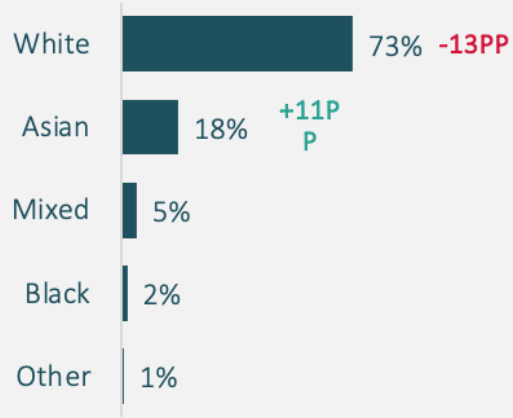


37% +5PP

Media consumption

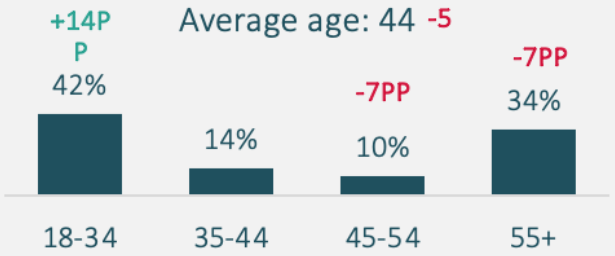
- More likely to use **all types of media touchpoints** including social media, TV, podcasts, newspapers
- More likely to use **all forms of social media** apart from Facebook, with **YouTube** being the most popular
- More likely to listen to a **range of different radio stations** and read from a **range of different newspapers**.

Ethnicity



Age

Average age: 44 -5



Gender

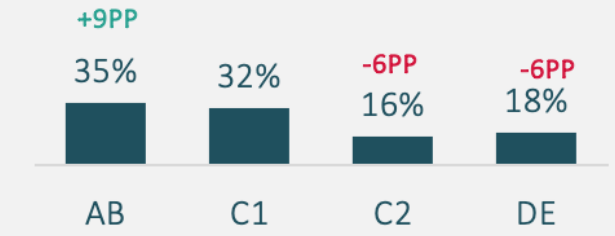


Where do they live?

- More likely to live in a **flat or apartment** (25% vs 19%)
- More likely to have **already installed a smart thermostat or radiator valves** (45% vs 37%)
- More likely to live in **Urban areas** (48% vs 40%), such as **London** (23% vs 11%)

SEG

Avg HH income: £40,173



All those aware of Stay Energy Safe (n=110)

+5PP / -5PP = higher/lower vs total sample

Would definitely report energy theft

Those who claim they would report in all scenarios are more likely to be male and own their home outright. They are more likely to read the Daily Mail and listen to BBC Radio.

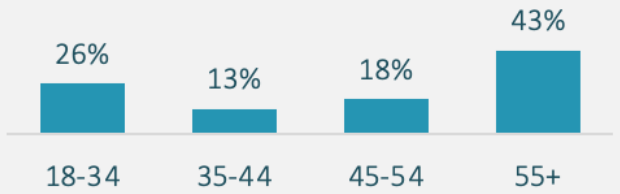


This group is defined by all those who said **'yes'**, they **would report all 4** types of people / organisations **if they suspected they were stealing energy**.
This includes:

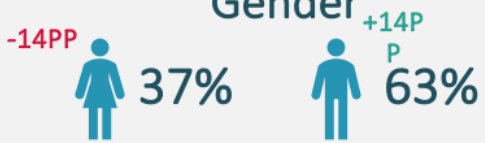
1. A wealthy person
2. A person struggling to pay their energy bills
3. Your employer
4. A local business

Age

Average age: 51



Gender



Awareness

+6PP

14% Aware of Stay Energy Safe

Kids in HH



36%

Media consumption

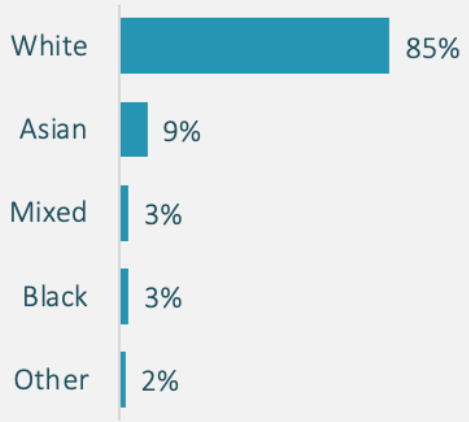
- More likely to **use Facebook** at least weekly (84% vs 78%)
- Less likely to use **Instagram** at least weekly (42% vs 47%)
- More likely to read the **Daily Mail** at least monthly (38% vs 32%) and listen to **BBC Radio** (51% vs 43%)

Where do they live?

- More likely to **own home outright** (42% vs 33%)
- Less likely to live in a **flat or apartment** (12% vs 19%)

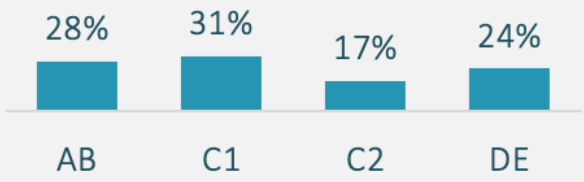


Ethnicity



SEG

Avg HH income: £36,895



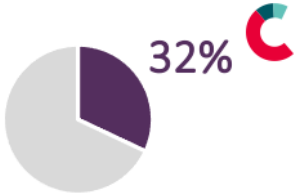
All who would report ALL 4 scenarios (n=144)

+5PP / -5PP = higher/lower vs total sample

Non-reporters that you could persuade

They are more likely to be affluent females who own their own homes. They use Facebook and YouTube particularly more than the rest of the UK population.

% of UK population

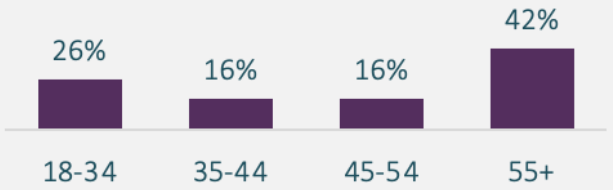


This group is classified by all those who said they would **not report Energy Theft in all 4 scenarios** (a wealthy person, a person struggling to pay their bills, their employer & a local business).

However, after **seeing** the Stay Energy Safe **proposition** description, they said they would be **likely to report Energy Theft** if they came across it.

Age

Average age: 50



Gender



Awareness

6% Aware of Stay Energy Safe

Kids in HH



30%

Media consumption

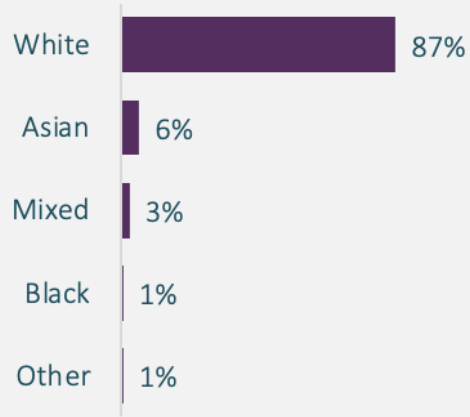
- More likely to read **online newspapers / magazines** weekly (63% vs 56%)
- Most likely to use :

Where do they live?

- More likely to **own their own home** (65% vs 60%)
- More likely to have already installed a **Smart thermostat or radiator valves** (42% vs 37%)

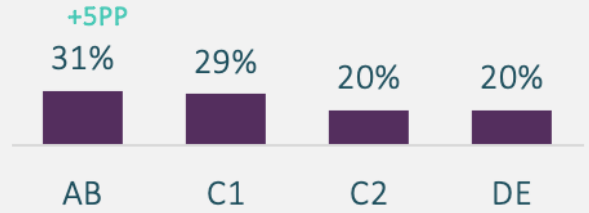


Ethnicity



SEG

Avg HH income: £39,169

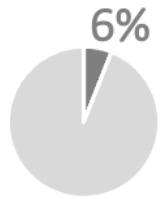


All Non-reporters that you could persuade (n=476)

+5PP / -5PP = higher/lower vs total sample

Would do nothing but could be persuaded

These people are more likely to be younger, white women living in suburban environments such as in the North-West. They are more likely to own their own home with a mortgage and use Instagram.

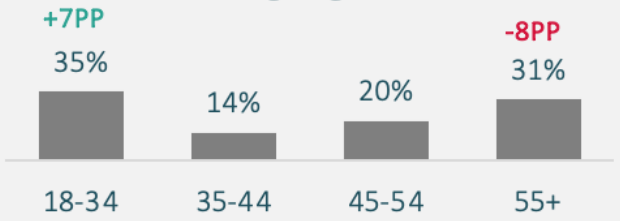


This group is classified by all those who said they would **do nothing in all 4 scenarios of energy theft** (a wealthy person, a person struggling to pay their bills, their employer & a local business)

However, after **seeing** the Stay Energy Safe **proposition** description, they said they would be **likely to report Energy Theft** if they came across it.

Age

Average age: 45



Gender



Awareness

-5PP

3% Aware of Stay Energy Safe

Kids in HH



35%

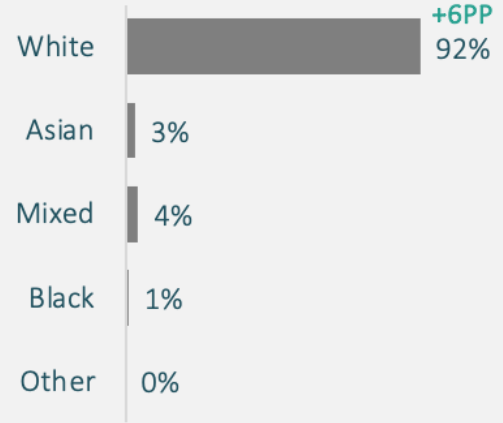
Media consumption

- Watch **TV on demand / catch up** at least weekly (90% vs 74%)
- Read **online newspapers / magazines** at least weekly (64% vs 56%)
- More likely to use the following social media:

Where do they live?

- More likely to own their **own home with a mortgage** (33% vs 27%)
- More likely to live in a **semi-detached house** (40% vs 34%)
- More likely to live in **suburban environments** (45% vs 40%)
- More likely to live in the **North West** (21% vs 11%) and less likely to live in the **South East** (8% vs 14%)

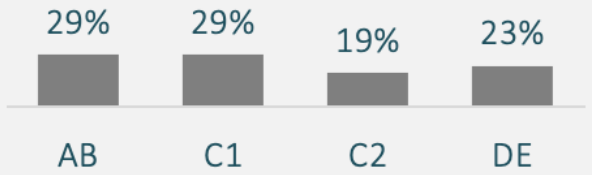
Ethnicity



SEG

+6PP

Avg HH income: £43,143



All those who do nothing but could be persuaded (n=96)

+5PP / -5PP = higher/lower vs total sample


Channel
Strategy

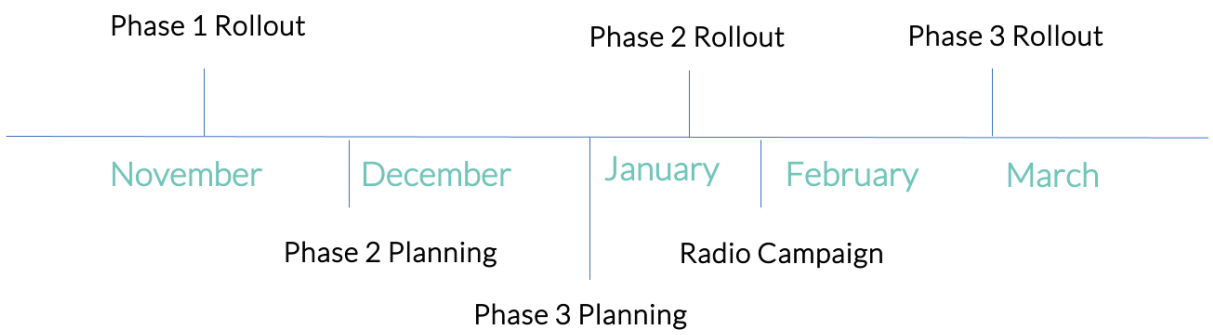
Channel Strategy

- Using the detailed report and overlaying it with GWI data, a research panel with over 58,000 data points, we are able to understand specific media consumption choices of our personas via their preferred platforms and channels.
- This will inform the channel strategy from now until the end of the year (March 2024)
- The channel strategy will be formed by 3 phases:

  Phase 1: Existing assets and channels we have tested before

  Phase 2: Refine phase 1, new assets, new channels

  Phase 3: Refine phase 2, new assets, new channels



Assets

Awareness

Educate





Report



Measures of Success & Reporting

Social Media Metrics

- Reach
- Impressions
- CPC
- CTR
- CPM

Channel Specific Metrics

- Radio reach/impressions
- Press reach

Overall Metrics

- Increase in website users
- Increase in reports



Working in partnership with

CrimeStoppers.

and

BH&P

The Creative Venture Marketing Agency

Energy Theft Tip-Off Service – Network Engagement

Kristina Jusyte

STAY ENERGY SAFE

Powered by CrimeStoppers.

The need for the service

- Connect with a wider audience through organisational bodies that can reach a new and wider audience.
- Discuss commercial energy theft more extensively with relevant audiences.
- To talk to commercial partners in a tailored, relevant way to engage them, their colleagues and their customers.
- Educating new audiences, through partnerships, about the dangers of energy theft and Stay Energy Safe

STAY ENERGY SAFE

Powered by CrimeStoppers.

Purpose of the service

- Connect with key stakeholders to expand the reach and awareness of Stay Energy Safe
- Ultimately ensuring more people are kept safe from harm.
- Supporting our ETTOS partners to recover more revenue lost to energy theft.

STAY ENERGY SAFE

Powered by CrimeStoppers.

Objectives

- Use partnerships to educate both commercial and domestic audiences to raise awareness of the dangers of energy theft and the signs to spot and will talk about how important it is to speak up.

- Enhance the visibility of Stay Energy Safe among individuals who have yet to be reached through the traditional marketing channels using stakeholders.

- Serve as an additional touchpoint to reinforce the messaging of the existing marketing program.

- Reinforce brand awareness and service offerings by engaging both commercial and domestic audiences.

STAY ENERGY SAFE

Powered by CrimeStoppers.

Main Activities

- Engaging with organisations within and beyond the energy sector.
- Developing and cultivating partnerships to encourage them to share the Stay Energy Safe messages to empower people to tell us what they know about energy theft.
- Enabling organisations and their team members to understand the signs to spot.
- Driving the creation of campaigns and activities in conjunction with 3rd parties to drive awareness of commercial energy theft.

STAY ENERGY SAFE

Powered by CrimeStoppers.



STAY ENERGY SAFE

Powered by CrimeStoppers.

It is estimated that 250,000 cases of energy theft go unreported every single year(Stay Energy Safe).

What can we do to build awareness of Stay Energy Safe to reduce business loss?

Let’s talk at

kristina.jusyte@crimestoppers-uk.org

STAY ENERGY SAFE

Powered by CrimeStoppers.

Theft Hub Feedback

Aiyesha Andrade

Share your feedback on the Theft Hub

ETREG Members Survey

Aiyesha Andrade

(50) DAILY | Micr | RECCo Operation | Energy Theft Red | Microsoft Forms | Christmas Face to | Energy Theft Red

https://forms.office.com/Pages/DesignPageV2.aspx?prevorigin=Marketing&origin=NeoPortalPa...

Forms

ETREG Members Survey - Saved

Questions | Responses 7

Preview | Style | Collect responses | Present

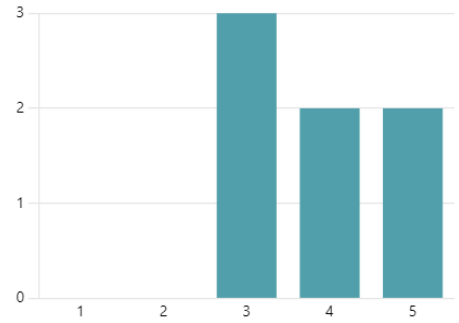
Responses

"Gareth Evans"

2. On a scale of 1 to 5, how would you rate the value you get from attending the ETREG meetings?
Scale = 1 little/no value and 5 = high value

More Details

3.86
Average Rating



3. What aspects of the monthly ETREG meetings do you feel have most value?

More Details

Search

09:44
12/12/2023

3. What aspects of the monthly ETREG meetings do you feel have most value?

5 Responses

ID ↑	Name	Responses
1	anonymous	Issues important to industry and discussed and changes relating to theft are consulted.
2	anonymous	I think you've had some positive work projects. Re-calculating the value of Energy Theft in a roughly scientific & repeatable way, the Process-Mapping exercise and the Theft Intelligence Monitoring trial examining the ever-evolving situation with theft approaches being pushed online. It's also recently proved an effective forum for Electralink to explain and seek input on an unnamed DNO's data-driven anti-theft application under Ofgem's Innovation Fund.
3	anonymous	Discussions around universal Theft portal. Any discussions around Legislation and Intelligence reporting.
4	anonymous	Upcoming updates to process
5	anonymous	Focus on progress in improving theft process.

4. What aspects of the monthly ETREG meetings do you feel have least value?

Responses

I'm conscious that the Theft Remit transitioned to RECCo fully two years ago. Notwithstanding the valuable preliminary steps which have been undertaken I think it's difficult to point to much by way of concrete action. Speaking for myself as a DNO at least I can't immediately think of anything that RECCo have done or delivered or mandated that has changed anything we do. However, I'd also venture an opinion that RECCo will have a difficult time in persuading industry parties to do more in the theft arena. Our wider organisations have over-riding concerns around cost recovery, vulnerable customers and media coverage. Whilst it was essentially debt-focused 2023's forced prepayment meter 'scandal' has done nothing to help our cause. There's the potential for senior managers at RECCo parties to defund Revenue Protection operations and avoid negative press coverage; after all, the costs of theft are smeared across everybody - why stick your head above the parapet and see it shot off? I'm fortunate to be growing my team's headcount but across the industry generally you may require more carrot & stick. When did a Supplier last get questioned on their compliance with SLC12A let alone the Unbilled Energy CoP? What insight can you draw from TDIS returns as to parties reasonable efforts to combat the theft of electricity and gas? To offer up an example of this in action I see too many instances of 'Freeman-on-the-Land' proponents running rings around the industry; even where it gets to the point of physical disconnection from the network they are subsequently securing free reconnection by claiming 'vulnerability' and potentially without any commitment to have a legitimate meter re-installed or indeed to pay the ensuing bills let alone the debts previously accrued.

TDIS scheme as DNs do not currently participate in this scheme.

Discussing of individual issues/cases that doesn't affect the whole group, just certain areas- as it takes time away from the agenda. Some things discussed also feels rushed at times.

None really

5. The ETREG was formed to act as an external steering group, to provide expert advice and guidance to RECCo on matters relating to the reduction of energy theft. How effective do you think the ETREG is at fulfilling its original aims?

More Details

5 - To a very large extent	1
4 - To a large extent	1
3 - To some extent	4
2 - To little extent	0
1 - To no extent	0



6. What changes would you make to the current ETREG meetings?

4 Responses

ID ↑	Name	Responses
1	anonymous	My feeling is that delegates are sometimes 'talked to' as much as opinions / ideas / insight / contributions are sought. Perhaps the way the Agenda is structured and the sessions chaired might require some degree of reconsideration. Also, I think more focus on what industry is doing to directly combat theft of electricity & gas - how is this group going to make a difference - how is RECCo going to begin to reduce that £1 billion per annum? RECCo is in a unique position as the Code Governance body and has the opportunity to drive material change. Notwithstanding impetus from Ofgem directives under DCUSA we saw the introduction of the Crimestoppers 'ETTOS' service, TRAS (albeit admittedly not wildly successful) and the theft incentive schemes. I also particularly remember the regular well-attended Learning/Sharing sessions where lots of Supplier/DNO parties would get together to share best practice, thrash out issues and even (anonymously) discuss specific cases seeking advice etc. This was of particular benefit to the smaller Suppliers. Industry parties also previously got much more involved in the performance management of ETTOS and the marketing thrust & budgets than seems to be the case now.
2	anonymous	Raise awareness of responsibilities to the all industry parties as there is so much mis-information out there as well as the Public.
3	anonymous	Be stricter on moderating, if an issue doesn't apply to the group or agenda- end the conversation so we can focus on the agenda. Allow enough time for each speak to present and allow time for questions.
4	anonymous	More focus on reportign progress each month?

7. Are the topics discussed at the ETREG what you expect for this group? If not, what topics did you expect to be discussed.

3 Responses

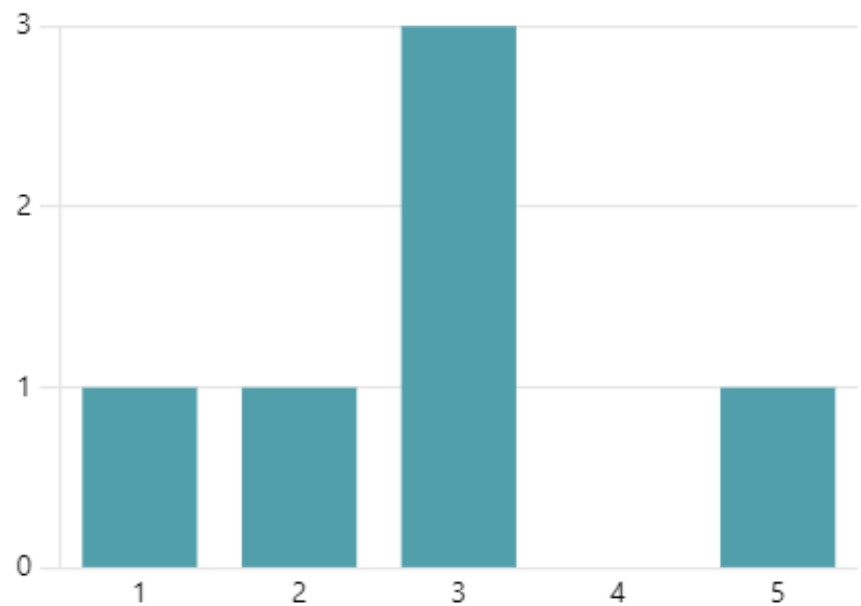
ID ↑	Name	Responses
1	anonymous	Yes they are.
2	anonymous	More or less.
3	anonymous	Yes

8. We are considering making the ETREG a formal REC Committee. In addition to providing expert advice and guidance to RECCo, the ETREG would have governance and decision-making responsibilities for Energy Theft related Change Proposals and REC documents (currently this responsibility sits with the REC Change Panel). On a scale of 1 to 5, what value would you see from this additional responsibility being introduced to the ETREG.
   Scale = 1 little/no value and 5 = high value

More Details

2.83

Average Rating



9. Please provide details that explain your rating for the previous question

5 Responses

ID ↑	Name	Responses
1	anonymous	The decisions made would be steered by industry experts who are very close to the process of the identification and reduction of theft in the industry.
2	anonymous	I've gone [3] as I'm genuinely unsure. I'm not aware that anything proposed by ETREG has been stymied by the REC Change Panel - what are the arguments in favour of changing the status quo? Also, what changes would that entail to the ETREG Group and would that be detrimental?
3	anonymous	I am not entirely sure what is involved in a formal REC Committee, I would imagine DN involvement will be required to ensure any changes do not negatively impact on our safety and resources.
4	anonymous	In an ideal world it's great, but firstly I think it's vital that external factors which are making this issue so tricky to tackle (i.e legislations, "grey areas" etc) need to be ironed out for any ETREG advice to really count and make a difference.
5	anonymous	ETREG is a useful body for ensuring focus on Theft changes, but not convinced it has to become an "expert" body in this manner as it would reduce visiblity and limit engagement with other experts in supplier revenue teams.

Interactive session: where do you want to see movement in 2024 on energy theft?

All

Questions

- What do you see are the biggest challenges in relation to tackling energy theft?
- Where do you want to see movement in 2024 in energy theft?
- What are you planning to do differently within your organisation in 2024 to tackle energy theft?

Forward agenda

All

Forward Agenda

December

- November forum outputs
- *SMM update (subject to progress)
- Draft TTM
- Energy Theft Reduction Programme Update
- Theft Hub Feedback Session

January

- Forward Work Plan 2024/25
- Theft Portal Feedback Session

February

March

April

We welcome suggestions for further forward agenda items

AOB