

Priority Services Register (PSR)

Changes, Collaboration and Innovation in Utilities

April 2025

MEGA.AI Dinning Club



Agenda

Cinema



Opening Remarks
Martin Nielsen



Setting the Scene
Chris Warburton, Kevin Still



Actionable Support Needs
Chris Fitch



**Vulnerability Data
Financial and Non-Financial**
Dennis Bishop, Helen Lord



Panel Session & Workshop

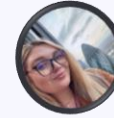
Dining



Case Study 
Martin Nielsen, Derek Owen



Panel Session & Workshop



THE GHERKIN





Guidance

2023

Consultation

November 2024

Outcomes

April 2025

Definitions & Data:

Mandated PSR – Name
External data – learning from other industries

Needs & Services:

Eligibility – criteria or needs
Extra customer support
Priority supply
Additional assistance

Reach:

2% ⇒ 10% ⇒ 50% expectations
Geographical - firm differences

Data checking:

Actual contact - 35% of PSR every 2 years
Attempted contact - 90% PSR every 2 years

Registration:

Speed and transparency

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Help! (first edition)

What support can firms give disabled consumers and people in vulnerable situations?

February 2025



Identification & Data:

Data Sharing
External data – working with other industries

Supporting Customers:

Debt and Arrears Support
Bill Accuracy

Vulnerable Groups:

Outcomes Monitoring

Innovation & Inclusion:

AI Strategy

Cross Cutting:

Working across industries and stakeholders

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Help! (first edition)

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February 2025



Core objective 1

Promoting collaboration

Core objective 3

Addressing vulnerability

Core objective 5

Championing effective regulation and telling our story

Lots happening – Coordination and awareness

Help! (first edition)

What support can firms give disabled consumers and people in vulnerable situations?

February 2025

A once in 25 years opportunity:

ten principles for designing vulnerable consumer data-sharing programmes

May 2024

This paper was written by a group of authors who have been involved in work on data-sharing, vulnerability, and disability over the last decade. Each author has contributed to this paper in an independent capacity. The paper is supported and distributed by WhatWeNeed.Support and the Money Advice Trust.

Watch the video here

<https://www.ro-ar.com/event-summary-%c2%a6-priority-services-register-changes-collaboration-and-innovation-in-utilities/>



- Use of data – Data sharing
- Handling vulnerability
- Assessing needs and affordability
- Reach: Contacting customers
- Delivering support needs

Agenda



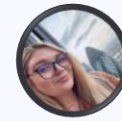
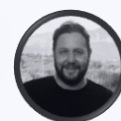
Actionable Support Needs
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Case Study 
Panel Session & Workshop



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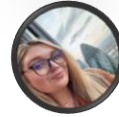
Matt Baker

Project Manager: ENA & Water UK



Andrew Gething

Founder & MD: Morgan Ash



Beth Kennedy

Head of Partnerships: IE Hub



Steve Crabb

Consultant: SC Consulting



Craig Simmons

Director: Clear Consultancy Services

Priority Services Register – Change, Collaboration and Innovation

Increasing alignment across sectors around thinking and support for customers in difficult or vulnerable situations. Higher requirement of contact, transparency around action and thinking about support needs, all to be embedded in processes. Comprehensive, accurate and personalised data can help



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Vulnerable Groups:

- Outcomes Monitoring

Innovation & Inclusion:

- AI Strategy

Cross Cutting:

- Working across industries and stakeholders



Resources

Support to reduce the cost of customer contact
Quickly identify support needs across customer base
<https://www.mega.ai/>

Support Needs for Customers, Vulnerability Resources
<https://whatweneed.support/>

Enhanced external data for identifying vulnerability
<https://www.transunion.co.uk/business>
<https://www.vulnerabilityregistrationservice.co.uk/>

MEGA.AI Dining Club



<https://www.mega.ai/>



What We Need
Help Build a More Accessible World

MONEY
ADVICE TRUST



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www.ro-ar.com