

WIDER COMMUNICATION STRATEGIES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

Please note that the deadline for receipt of applications is 5pm, 7 May 2010.


DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
<p>Company Western Power Distribution Licensee(s): Western Power Distribution (South Wales) plc Western Power Distribution (South West) plc</p> <p>Address: Avonbank Feeder Road Bristol Postcode: BS2 0TB</p>	<p>Name: Alison Sleightholm Title: Regulatory & Government Affairs Manager Telephone: 0117 9332175 Email: asleightholm@westernpower.co.uk</p>

THE RULES

1. Refer to the accompanying guidance notes for the 2009/10 Electricity Distribution Customer Service Reward.
2. Attach your application to this covering entry form.
3. Entry forms must be received at Ofgem by no later than **5pm on 7 May 2010**. Entry forms should be sent to dorothy.eke@ofgem.gov.uk electronically, with a hard copy sent to:
Dorothy Eke, QOS Policy Analyst, Ofgem, 9 Millbank, London SW1P 3GE.

MINIMUM REQUIREMENTS

Please indicate by checking the appropriate boxes whether your company has met the minimum criteria for each reward.	Yes	No
DNOs have a range of communication strategies which effectively reach their target audiences and are regularly monitored to ensure they are meeting customers' needs.	X	<input type="checkbox"/>
DNOs have different versions of customer information available	X	<input type="checkbox"/>
DNOs seek feedback from customers, stakeholders, partners and staff regarding their wider communication initiatives and their effectiveness. DNOs use this feedback to improve their wider communication strategies.	X	<input type="checkbox"/>

BEST PRACTICE FROM PREVIOUS SCHEMES		
Please indicate which of the following best practice examples from the 2006/07 and 2007/08 schemes your business does and what year they were first implemented. Space is provided for supporting commentary (maximum 250 characters per example) to explain how best practice has been implemented and achieved.	Initiative adopted (select from drop down list)	Year first implemented (Please fill)
Proactive use of a range of materials and communication techniques such as easy-to-read, audio and Braille formats	Yes	2007
<i>We have promoted material in easy-read, Braille and audio formats with partner organisations.</i>		
Media training for key staff members	Yes	2005
<i>Key senior managers receive media training.</i>		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	2010
<i>See main application. We are developing this service.</i>		
Partnership work within the community such as with Post Offices, MPs and the media	Yes	2007
<i>We work with the media in joint initiatives such as competitions.</i>		
Proactive use of customer complaints and research	Yes	2008
<i>See our main application. We have used research and customer feedback to improve services.</i>		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	2005
<i>We work closely with local radio stations during storms and power interruptions.</i>		
Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers	Yes	2008
<i>See main application, initiatives recognising the communication needs of a range of different needs. Our Elder Aware session with the Chinese Community in Bath provided an interpreter.</i>		
Use of employee feedback in targeting communication strategies	Yes	2005
<i>Our annual Powertalk staff survey seeks feedback on internal and external communication.</i>		
Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties	Yes	2008
<i>We have an established relationship with Hi-jinx theatre in Cardiff, between our Contact Centre and members of the theatre group with learning difficulties. This provides ongoing training opportunities for both our staff and the theatre members.</i>		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2007
<i>We promoted our partnership with oxygen providers to other DNOs.</i>		
DECLARATION AND CONSENT		
I declare that the information contained in this application is correct and true to the best of my knowledge and belief and I give consent for Ofgem to use the information and contact details provided when publishing the Best Practice Register.		
Signature: 	Date: 06/05/2010	