

WIDER COMMUNICATION STRATEGIES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

Please note that the deadline for receipt of applications is 5pm, 11 May 2007.

| DNO DETAILS: (please complete) | CONTACT DETAILS: (please complete) |
|---|---|
| Company: CE Electric UK Licensee(s): NEDL YEDL Address: 98 Aketon Road Castleford West Yorks Postcode: WF10 5DS | Name: Tony Sharp Title: Regulation Manager Telephone: 01977 605165 Email: tony.sharp@ce-electricuk.com |

THE RULES

1. Refer to the accompanying guidance notes for the 2006/07 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 11 May 2007**. Entry forms should be sent to laura.nell@ofgem.gov.uk electronically, with a hard copy sent to:
Laura Nell, Quality of Service Manager, 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 | Relevant legislation |
|---|-------------------------------------|--------------------------|--|
| DNOs have a range of communication strategies which effectively reach their target audiences and are regularly monitored to ensure they are meeting customers needs | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SLC ¹ 18, DDA ² |
| DNOs have different versions of customer information available | <input checked="" type="checkbox"/> | <input type="checkbox"/> | DDA |
| DNOs seek feedback from customers, stakeholders, partners and staff regarding their wider communication initiatives and their effectiveness. DNOs use this feedback to improve their communication strategies | <input checked="" type="checkbox"/> | <input type="checkbox"/> | DDA |

¹ Standard licence condition of the electricity distribution licence

² The Disability Discrimination Act, 1995

| BEST PRACTICE FROM 2005/06 SCHEME | | |
|---|---|--|
| Please indicate which of the following best practice initiatives from the 2005/06 scheme your business does and what year they were first implemented. Space is provided for supporting commentary (maximum 250 characters per requirement) | 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 | 2005 |
| We have made such materials available for several years. From 2007, our letterhead has offered this for all official communications. Engineers carry cards with messages about service disruption in foreign languages and large type. | | |
| Partnership work with the community | Yes | 2006 |
| We have dedicated and trained employees to liaise with parish councils and community groups. | | |
| Proactive use of customer complaints and customer research | Yes | 2007 |
| We have contacted hundreds of community and voluntary groups and commissioned research to encourage feedback. | | |
| Media training for key staff members | Yes | 2005 |
| We have a programme of training for key staff members on media handling, interview techniques and dealing with difficult issues. | | |
| 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: P A Jones President and Chief Operating Officer | Date: 4 May 2007 | |