

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)
<p>Company: Western Power Distribution</p> <p>Licensee(s): Western Power Distribution (South Wales) plc</p> <p style="padding-left: 20px;">Western Power Distribution (South West) plc</p> <p>Address: Avonbank Feeder Road Bristol</p> <p>Postcode: BS2 0TB</p>	<p>Name: Alison Sleightholm</p> <p>Title: Regulatory & Government Affairs Manager</p> <p>Telephone: 0117 933 2175</p> <p>Email: asleightholm@westernpower.co.uk</p>

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	2007
We have improved the accessibility of our website to hard to reach customers. This includes Browesaloud technology in English & Welsh to provide a spoken version of the website.		
Partnership work with the community	Yes	2007
We have sent out our 2006 Quality of Supply Report to all local Councils, including Parish Councils, to raise awareness of WPD's services. Where a local issue is indentified, our local managers are happy to attend Parish Council Meetings.		
Proactive use of customer complaints and customer research	Yes	2007
We have included a feedback questionnaire on our website to monitor views on the website users.		
Media training for key staff members	Yes	2005
We have provided media training for key operational staff. This is ongoing.		
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: A Sleightholm	Date: 24/04/2007	