

Electricity North West  
Customer Service  
Reward Scheme Submission  
2008/2009

Corporate social responsibilities (CSR)

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# CSR Ofgem submission

Electricity North West (ENW) is committed to enhancing the communities within its areas of operations and to delivering this commitment through a range of initiatives that are implemented in partnership with its operations and maintenance provider - United Utilities Electricity Services (UUES). This submission highlights our CSR programmes in the areas of community in particular:

- **Safety awareness**
- **Education and talent attraction**
- **The environment**
- **Corporate Social Responsibility Governance.**

## 1 Community Safety Awareness

In 2008 United Utilities Electricity Services appointed a full time Public Safety Officer. Since then ENW have stepped up their public safety awareness activities via a targeted range of promotions and communication. ENW are actively engaged with the Energy Networks Association Public Safety Task Force which enables us to share best practice across the UK and Northern Ireland. We are proactively liaising with the HSE, at both regional and national level and many other stakeholders. Our main areas of focus are on our high risk assets and safety awareness during work activities.


### High Risk Assets

We have identified 2,000 locations where overhead lines cross a site where specific activities take place. These include angling, caravan/camp sites, schools and playgrounds. These sites have been classified as "high risk assets". Our strategy, once sites were identified was to contact the site users by timely and appropriate means. For example, we have contacted 180 caravan and camp sites to highlight the potential risks prior to the holiday season starting at Easter. We have advised the site owners or managers of potential risks and directed them to further guidance available via websites and free safety leaflets. Furthermore we have issued advice to the campers by means of editorials in local newspapers and specialised magazines. The next focus area is schools and playgrounds of which 85 and 1,200 sites respectively have been identified. We are contacting the relevant Education Authorities to offer advice and will follow up with a visit from one of our representatives if required. A project targeting angler safety has been rolled out - 925 sites where overhead lines cross the fishing site were identified and surveyed. Of these 469 were proved to meet safe clearance levels. Our Fishing Site Co-ordinator personally visited each site to meet with the landowner and complete a risk assessment. Safety measures were agreed at each location which included leaflets for site managers and anglers and installation of signage provided free of charge.

We also offer a safety awareness presentation for fishing clubs. We hosted a meeting with the North West Consultative Council for Fishing for them to meet our project staff to discuss signage, safety and resolve areas of concern. By working in partnership with anglers' groups we are able to communicate directly with those affected. We commissioned a fishing expert to help us better understand the situation from the angler's perspective. This campaign was publicised in three Cumbrian newspapers and our project manager was interviewed by Radio Cumbria. As this work progresses we will be targeting boat launch sites and aviation activities. These are included in the programme as incidents have occurred in other parts of the country.

### Safety Awareness during work activities

We instigated a series of workshops with the six Police Forces and Fire Services in our region. Our aim was to help the "blue light" personnel when they are called to incidents at substations, overhead lines, towers, poles or other electrical situations in order to preserve both their own and public safety. Engaging with these organisations has enabled us to build a partnership approach and provide education for their employees on the front line. We have updated their training manuals and operational procedures with regard to electrical safety and provided clarity for certain scenarios in particular link box incidents and tower rescue situations.

We also provided safety material via DVD, hard copy and electronic format. We have hosted a visit to our system control centre including provision of specific regional information of interest to Greater Manchester Fire and Rescue. The liaison work with the emergency services has progressed over six months and we intend to nurture the relationships with regular contacts now that the groundwork is completed. 

Our Public Safety Officer contacted the Federation of Master Builders (FMB) to promote safe working in proximity to electricity installations. The PSO met with the Regional Director of the FMB to discuss the safety issues faced by the members and how best to communicate our advice. By working in partnership with the FMB we published a newsletter containing case studies, facts and figures, useful contacts and advice. This was issued to 1,200 members across the North West. The content can easily be tailored to fit other DNOs and circulated to the national FMB.

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## Feedback from Federation of Master Builders (Frances Shaw, Regional Director)

The construction industry is one of the most exciting work environments in the UK but also one of the most dangerous. The FMB is committed to ensuring that its members work safely on sites. ...The newsletter was distributed to more than 1,000 FMB members in the North West and the feedback has been positive. As well as raising awareness, of particular value to our members was the contact telephone numbers listed. This meant that should a member have a problem, he immediately had to hand the correct number to call... I am looking forward to us working together in the future to continue to inform and update our members.

Regards Frances

Another new initiative was our attendance at the North West Construction Health and Safety Day in September. This was a joint venture with the Working Well Together Campaign, HSE, FMB and ROSPA. We attended as an exhibitor which gave us the opportunity to talk to the delegates, answer questions face to face, and provide safety hand outs. The event was attended by 350 delegates, consisting of small contractors who employ less than 16 people and the self-employed. The HSE then invited us to exhibit at a farm safety awareness day in rural west Cumbria where the network is predominantly overhead lines which can be hazardous to agricultural workers. We gave advice to 200 attendees at this event.

A significant event in our region is the introduction of digital television broadcasting. This has highlighted a safety issue in respect of aerial installations. Not only is there an increase in demand but in order to get a good reception the digital aerials sometimes have to be erected higher than existing analogue aerials which can bring the installers into closer proximity to overhead lines. An instance of this has already occurred in our area creating a potential safety issue.

We contacted the Confederation of Aerial Industries (CAI) to ask them to remind their members of the risks associated with working near overhead lines and to incorporate in their codes of practice with the recommended clearance distances. In the interest of best practice, this issue was tabled at the ENA PSTF as it will have eventual impact across the country. The CAI thanked us for raising awareness of this issue and included the guidance in their January 2009 national newsletter immediately following our request. The story was also featured in the March 2009 edition of "What Satellite and Digital TV" magazine.

The incident has also led to investigations into the British Standard guidelines as those clearance distances do not comply with electricity industry ones. This matter has again been taken up nationally.

## 2 Education and Talent Attraction

Education is a major focus area for ENW with the electricity awareness programme called 'Bright Sparks' at Key Stage 2 (11 years) and our KS3/4/5 (12-18) electrical engineering programmes in support of talent attraction for the business. The "Bright Sparks" hands on science and electricity awareness programme has been an integral part of our community education programme since 2000.

The one day programme is fully funded into schools across our network area in the North West. Enhancing the Year 6 science curriculum 'Changing Circuits' we also incorporate a safety awareness session supporting the DFES 'Every Child Matters' focus as part of the day. Working with education professionals, electrical engineering graduates and former electrical engineers, we deliver safety and engineering awareness programmes to 9000 young people annually.

- 100,000 11-18 year old students engaged with education since commencing in 2000.
- The programmes are independently evaluated and have recorded 100% teacher satisfaction since commencing in 2000.

Our secondary school programme has been developed to specifically target areas of our operations where we need to attract future talent, geographically or academically. Our aim is to attract more young people to study science and engineering subjects to higher level and into careers with a focus for the next five years on increasing the number of electrical apprentices. We have developed a Graduate mentoring programme utilising the skills of the new intake of electrical engineers as role models with selected partner secondary schools across the North West.

We are the industry partner with University of Central Lancashire to increase diversity in science, technology and engineering recruitment. Traditionally, Lancashire has a high ethnic minority population, our female engineers work with female Asian students in East Lancashire to encourage higher study in these subjects.

- Over 1,000 Key Stage KS3/4 students annually engage in these curriculum enhancing programmes.
- Working in collaboration with one of our partner schools schemes of work and training DVD in support of BTEC and Diploma in Engineering have been produced and available as free on-line resources from UU's website. For KS2 students, our education team have developed safety awareness education resources for teachers and students downloadable from the website.

