



**QUALITY OF SERVICE DISCRETIONARY REWARD SCHEME
GAS DISTRIBUTION NETWORK OPERATORS
ENTRY FORM**

Please note that the deadline for receipt of applications is 5pm, 15 May 2009.

GDN DETAILS: (please complete)		CONTACT DETAILS: (please complete)	
Company:	National Grid	Name:	Paul Rogers
Networks:	North London	Title:	Regulation Manager
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	East of England	Email:	paul.s.rogers@uk.ngrid.com
	West Midlands	CATEGORY: (please tick)	
Address:	National Grid House	Initiatives to reduce environmental impact of gas distribution	
	Warwick Technology Park	Initiatives to facilitate network extensions	
	Warwick	Schemes to promote gas safety	X
Postcode:	CV34 6DA		

INTRODUCTION

The aim of the discretionary reward scheme is to encourage and drive performance in areas that cannot be easily measured or incentivised through more mechanistic regimes.

The scheme will achieve this by recognising leading performance and beacons of excellence within the industry and driving innovation and creativity through the promotion of best practice.

The scheme is designed to reward the performance of those GDNs which best serve the interests of customers across the chosen categories throughout the year, particularly those which exceed their license requirements.

GUIDANCE FOR COMPLETING YOUR APPLICATION

- Keep it brief and simple. Keep to the page limits specified below, it will be the weight of your initiative(s) rather than the length of your application which will impress the Panel.
- Be specific, give examples and provide evidence where possible.
- Attach your application to this covering entry form.
- Your application should include:
 - A description of the initiative(s);
 - Background information on the initiative(s) (how it was identified, why it was implemented, the objectives, etc);
 - Information on how the initiative(s) was monitored, how success was measured and the current and future benefits to customers and the business ;
 - A description of how the minimum requirements were met and exceeded.

THE RULES

1. Entries will be judged by a Panel appointed by Ofgem who will recommend award winners to the Authority. The final decision rests with the Authority.
2. Each GDN may submit one entry per category. GDNs must complete a separate entry form for each category. A GDN group may submit one entry per category which covers multiple networks, however, each of the networks covered by the entry must be clearly indicated in the relevant section of the entry form.
3. GDNs should ensure that their main submission for each category does not exceed 2 pages in length (excluding the covering entry form and any optional supplementary information). Supplementary information for each category must not exceed two pages in length per category.
4. Entry forms must be received at Ofgem by no later than **5pm on 15 May 2009**. Entry forms should be sent to paul.branston@ofgem.gov.uk electronically, with a hard copy sent to: **Paul Branston, Gas Distribution, Ofgem, 9 Millbank, London SW1P 3GE.**
5. Award winners will be announced during Quarter Two (July- September). Winners may include the category and year they received an award in advertising and promotional materials.

MINIMUM REQUIREMENTS

Initiatives which reduce the environmental impact of gas distribution including those that reduce shrinkage but which may not be rewarded through the shrinkage incentive and those that improve the measurement of shrinkage

- GDNs are pro-active in developing systems and processes that reduce gas shrinkage, the effects of which do not currently feed into the leakage model and can demonstrate meaningful improvements to the measurement of shrinkage;
- The GDNs look to develop and supplement the information in the leakage model to improve the measurement of shrinkage; and
- GDNs have effective and efficient systems, procedures and processes in place and ensure these effectively reduce the environmental impact of gas distribution and that performance in this area is regularly monitored.

Initiatives which facilitate network extensions, particularly those that increase the affordability of network extensions for fuel poor consumers

- GDNs provide meaningful assistance to fuel poor customers in accessing available resources¹ so that they can benefit from extensions to the gas network by making associated 'in house works' more affordable;
- GDNs have appropriate and targeted communication strategies to ensure that information about their network extension programmes and initiatives is effective and reaching their target audience. GDNs should demonstrate how they measure and monitor their success in this area;
- GDNs develop appropriate partnerships with relevant stakeholders to assist in targeting these initiatives at the fuel poor customers and communities which are generally harder to reach; and
- GDNs seek feedback from their customers, stakeholders, partners and staff and use this feedback to improve their network extensions programmes and initiatives.

Schemes to promote gas safety including awareness of carbon monoxide

- GDNs have a scheme, or range of schemes, that improve public awareness of gas safety (including carbon monoxide poisoning) and that are tailored to particular target audiences
- The GDNs have processes in place to monitor such schemes to ensure that they are effective in reaching their target audiences and in getting their message across; and
- GDNs seek feedback from customers, stakeholders, partners and staff regarding these schemes and their effectiveness and use this to improve their scheme.

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.

¹ For example, from existing sources of government funding, such as those aimed at tackling fuel poverty and regeneration.

Signature: Paul Rogers by email

Date: 15 May 2009

SCHEMES TO PROMOTE GAS SAFETY INCLUDING AWARENESS OF CARBON MONOXIDE

1. NEW CARBON MONOXIDE ADVICE LEAFLETS TO RAISE AWARENESS FOR GAS AND OTHER PRIMARY FUELS

AND

2. SCHEME TO RAISE AWARENESS OF GAS SAFETY AND CARBON MONOXIDE WITH NEW STUDENTS

INTRODUCTION

National Grid owns and operates the electricity transmission system in England and Wales and is the system operator for electricity transmission in Great Britain. It owns and operates the National gas transmission system and four of the eight gas distribution networks (GDNs) covering North London, the West Midlands, North West and East of England. It also owns around 18,000,000 domestic and non-domestic gas meters in Great Britain and owns significant electricity and gas transmission, distribution, generation and supply businesses in the USA. It owns and operates the Grain LNG terminal in Kent which is capable of supplying up to 20% of the UK gas demand and the England – France electricity inter-connector. .

This submission is on behalf of the gas distribution business which holds one gas transporter licence covering all four of its gas networks.

The submission is under the category of **Schemes to promote gas safety including awareness of carbon monoxide** and concerns:

1. New Carbon Monoxide advice leaflets

Work undertaken to develop a new Carbon Monoxide (CO) leaflet which will not only be used by Gas Distribution Networks (GDNs) to raise public awareness of the dangers of CO associated with gas appliances, but is capable of more general utility as it provides contact information and advice for other CO fuel sources.

This work was carried out by National Grid in collaboration with the other GDNs, Ofgem, the Energy Networks Association (ENA) and a variety of stakeholders who helped to shape this proposal and related work on carbon monoxide awareness which remains under development. Each GDN will be providing a similar DRS submission reflecting the shared effort that has gone into developing this initiative.

We believe this initiative has the potential to significantly improve CO awareness among gas consumers due to its design and delivery by gas emergency engineers when visiting households across the UK. Furthermore, it has been designed such that it can be adopted by other consumer facing businesses and organisations to spread its use over a wider population than just those encountering GDNs.

2. A student CO awareness campaign

In addition, National Grid, in conjunction with the National Union of Students, organised and ran a national CO awareness campaign in order to highlight the dangers of CO and gas safety to students who could be vulnerable to poisoning through renting accommodation for the first time and might be exposed to faulty gas appliances.

BACKGROUND

During the recent Gas Distribution Price Control Review Ofgem and the GDNs began to explore mechanisms to improve CO awareness. Unfortunately this work could not be concluded before the new price control began and was therefore carried forward as an ongoing development activity. In April 2008 Ofgem sponsored an industry workgroup to take the issue forward and provide guidance and challenge to work carried out by the GDNs. The terms of reference of the workgroup were as follows:

- Consider whether to operating practices and procedures are appropriate for First Call Operatives (FCOs) while attending as gas emergency.

and

- Consider how to minimise carbon monoxide deaths and injuries and maximise consumer awareness of the dangers of carbon monoxide

Recommendations were expected by Ofgem within 12 months of the workgroups first meeting.

Since then with significant input from National Grid, the GDNs have collaborated to explore alternative approaches under the auspices of the ENA and presented their findings at regular meetings of the workgroup for feedback and discussion. With the support of the workgroup, the GDNs were able to identify that the most effective means of minimising deaths and injuries would be through awareness initiatives. Major changes to FCO practices were not considered to be practical or effective in reducing CO deaths and injuries, although some enhancements could be undertaken such as, the proposal from National Grid to utilise FCO's to provide CO alarms to vulnerable customers.

The proposals from GDNs, which have the full support of the working group include:

- Provision of free CO alarms to vulnerable groups
- Collaborating with the Fire Brigade to raise CO awareness through local fire service safety campaigns
- Provision of an enhanced CO leaflet.

The first two initiatives are currently subject to further consultation, due to their relative expense and complexity and do not therefore form part of this application. The GDNs have been able progress the enhanced leaflet and therefore this submission relates to the efforts of National Grid and the GDNs in designing and producing the new CO leaflet as part of the wider CO working group process.

In parallel with the CO working group National Grid developed a national CO awareness campaign with the support of the National Union of Students. This was timed to occur when students were returning to university and potentially new rented accommodation prior to winter 2008 when gas appliances would be operating more regularly.

New Carbon Monoxide advice leaflets – Appendix 1

National Grid and the GDNs identified that one of the most economic and potentially effective means to raise awareness of CO was by distributing a new CO leaflet. Individual leaflets were already available from GDNs, but were of a typically low key design or part of a lengthy document. Moreover, the design and advice was limited to piped natural gas appliances.

The GDNs therefore agreed that a new leaflet should comprise the following characteristics:

- Appealing eye catching design
- Clear and simple message
- Easy to read and understand (drawing on RNIB guidelines)
- Informative
- Not limited to gas only CO advice and contacts
- Flexible enough to be utilised by other agencies/industry bodies/CO campaign groups
- Common design for all GDNs.

The leaflet is intended to be issued by FCO's when visiting any household during an emergency visit and when carrying out other work such as meter repairs or replacement and to be available for exhibitions and displays. FCO's currently visit around 3,000,000 properties per annum nationally.

Detail design work commenced following work group endorsement and the final design was agreed by the work group in March 2009. A copy of the new CO leaflet is appended to this submission. The GDNs believe that their co-operative approach with the support of the ENA, Ofgem, industry representatives, the HSE and CO charities represents the very best approach that the Discretionary Reward Scheme was designed to achieve.

While it is too early to assess the impact of the leaflet on consumer awareness of CO, National Grid will monitor CO related calls and is considering other means to measure awareness this year.

This will be a long-term initiative designed to extend beyond the current price control period and lends itself to adoption by other parties involved in CO publicity, such as, gas suppliers, CO charities, oil and solid fuel providers. Some of these organisations have already expressed an interest in adopting or distributing the leaflet with their own material. As mentioned throughout this submission, the leaflet design and approach taken has come with the advice and full support of a cross-section of parties with an interest in CO.

We believe this leaflet will contribute to greater consumer awareness of the dangers of CO, particularly as it is designed first and foremost to encourage consumers to read it.

Student CO awareness campaign

On the 29 September 2008 National Grid launched a campaign with the support of the National Union of Students (NUS) and the Independent Newspaper student's site. This followed preliminary research by NG that over 70% of students didn't know what to do in the event of a gas leak and 50% didn't know the signs of a faulty boiler. The campaign therefore focused on improving awareness of gas safety and dangers of CO poisoning.

The campaign was launched to coincide with the start of the new term and featured a series of media interviews with National Grid and a celebrity from Hollyoaks, the TV soap which had featured an episode covering a CO incident. In addition, pod casts were available on the National Grid website/Independent site and mobile phone promotions including a years free rent competition and safety tips circulated to 50,000 students. A series of interviews were carried out on student radio stations and National Grid sponsored the NUS booklet. In total National Grid interviews were played on 199 radio stations, reaching an audience of up to 32,000,000. The entire campaign cost £89,950.

This particular campaign targeted a specific vulnerable group at a time when they are gaining independence from their families and can be potentially exposed to CO poisoning or the dangers of gas for the first time. We have been approached and are currently considering whether to run a similar campaign for the same period in 2009.

Appendix 1 CO Leaflet.



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