

# Corporate Social Responsibility Initiatives

Ofgem – Customer Service Reward Scheme

SSE's core purpose is to provide the energy people need in a reliable and sustainable way. The only way to do this is for SSE to operate responsibly in every area of its business; treating customers respectfully; suppliers fairly; employees responsibly and the communities in which it operates sensitively.

The key to ensuring SSE operates responsibly is to make sure every one of our colleagues works that way. That is why there is no Corporate Responsibility Department in SSE; nor a Corporate Responsibility Strategy. It is part and parcel of everything we do as a company.

## Corporate Responsibility is embedded in everything we do.

Delivering electricity to over 3.5 million customers across central southern England and northern Scotland, SSEPD serves many communities, including some of the most remote in the UK. Our responsibility to these communities, and to each individual customer, is to provide them with the care they need.

In the most immediate sense, our corporate responsibility entails protecting customers from the hazards posed by our network, beyond our licence conditions. We protect communities and their children by ensuring we have easily accessible information for all and staff that will engage openly on safety issues whilst out and about and through talks at schools.

At SSEPD we believe our duty of care goes far beyond this. Recognising the dangers of traffic to communities, our **Safe Driving Campaign** has continued from last year, ensuring as far as possible that when we put our people on the road they will not be endangering themselves or other road users.

Our **Partner Schools** initiative provides a new channel for our safety awareness work, and allows us to actively contribute to educating and encouraging young people on a science or technology career. Taking this further, we proactively engage and serve disadvantaged groups within communities through our continuing **Barnardo's Works** initiative, and our new support and mentoring initiative for the **Social Mobility Foundation**.

In recognition of the critical role charities perform across communities, like Barnardo's and the Social Mobility Foundation, SSEPD actively gives to charities by rewarding safety and encouraging staff interaction. This is achieved through several ongoing initiatives, including the **Make it Zero Safety Awards**, **Into Action**, and **Kits for Kids**. A new initiative, **Give As You Earn**, has been launched to encourage staff to make regular contributions.

With an outlook similar to our own, we have strengthened our relationship with **WWF-UK**, offering our staff one year's free membership with the conservation organisation. However, our commitment to tackling environmental issues linked to the distribution business goes far beyond this. We have a vast range of **sustainability initiatives**, which address waste management, energy efficiency and transportation issues.



"Always good to get the children involved in additional activities that are topical and relevant. Thank you for the opportunity."  
Richard Skinner,  
Teacher at Canford Heath Middle School



**Partner Schools**

## Safe Driving Campaign

The number of road traffic collisions across the SSE group has been reduced by 16% over the last year. For SSEPD there is an even greater improvement – a reduction of 20%.



## Barnardo's Works - Update:

- Extended into two new regions
- 55 young people given opportunities
- Success rate of 74%
- Commendations received by Marc and Sean at the Youthbuild Young Person of the Year Awards

## Supporting the Social Mobility Foundation

In addition to providing a £10,000 donation, seven engineers are mentoring seven students selected by the SMF.



These students will also attend a work experience programme in the summer, giving them valuable exposure to a secure profession which will encourage them to form aspirations.



## Sustainability Initiatives

At our Thatcham site, an initiative which makes use of all our recycling initiatives but also acts as a central waste processing depot for 12 of our other depots, has resulted in less than 1% waste to landfill.

It is estimated that the range of energy efficiency projects in 2009-10 will annually offset over 250 tonnes of carbon dioxide emissions. This is the equivalent of over 1,300 flights between Edinburgh and Heathrow.

## Actively Giving - Updates

Make it Zero Safety Awards	The awards for safety resulted in £123,000 donated to charity, with over £12,000 attributed to the efforts of our SSEPD staff.
Quids In	Finishing in September 2009, £80,000 was used to match funds raised by staff for charity, including £8,000 by SSEPD.
Maggie's Cancer Caring Centres	Support for Maggie's, as one of the most popular charities across SSE, has continued into 2009-10, with a third donation to the charity of £75,000 and creative fund raising and involvement of SSEPD staff.
Into Action	In recognition of the valuable fundraising or time given to charities and communities by SSEPD staff, we have given matched donations totalling over £13,000 in 2009/10.
Isles FM	A donation of £10,000 has been made this year, bringing our total support since 2005 to over £100,000.
Kits for Colleagues	In the past year, over £750 of sports kits and equipment has been provided for SSEPD staff teams.
Kits for Kids	Kits for Kids has resulted in £53,000 of sports kits and equipment being donated to kids' teams this year, of which over

# CSR Initiatives – Continued

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For SSEPD, caring for customers comes naturally. With a local presence in our communities, our staff are genuinely concerned with the well being of customers. Our customers are often the neighbours of our staff.

Furthering our positive engagement with communities, we have launched the **Communities Made Better** initiative with a new volunteering scheme. The introduction of our Volunteering Register for community organisations helps staff get involved. We are giving every member of staff a day to carry out volunteer work, encouraging longer term commitment and enabling SSE to become a 'good neighbour'.

## Communities Made Better

"If we all take part (with the gifted day), that's the equivalent of over 70 people working in the voluntary sector full-time, paid for by SSE. We've introduced the scheme as another way we can build meaningful relationships with our communities, becoming 'good neighbours'."

Colin Hood, Chief Operating Officer

## The HEART Initiative

Living on her own, Mrs Lawson is an independent woman. But after her husband passed away 15 years ago and with her only daughter and grandchildren living in Australia, she can feel isolated.

When her power went off recently she felt afraid and vulnerable. Her digital phone stopped working and she went to bed early to stay warm but with the loss of her vital lifeline she was so worried she couldn't sleep. She called us once her supply was restored, anxious that her phone didn't work during a power cut and asking for help.

Under the **HEART initiative** launched in the last year, our staff knew that they would be supported in doing the right thing for Mrs Lawson. So when her call came through, Alison the call taker took time to listen to Mrs Lawson and reassure her. Alison, concerned that Mrs Lawson had been so distressed and wanting to find a solution for her, arranged for a traditional phone to be supplied which means when her power goes off again she can still get in touch. When local linesman, Lindsay, delivered the phone in person, Mrs Lawson was very touched by our care.

*Creating amazing customer experiences  
by putting customer service at the HEART of what we do*

*"Goodness sake, I'm not used to this kindness!  
I can't believe it, I'm so pleased I made the call -  
I didn't know people like you still existed.  
You have made my week."  
Mrs Lawson (age 75)*

## HEART Initiative

- Here to make and keep promises
  - Escalate if you need help to find the right solution
  - Always show you care and check the customer is happy
  - Resolve the problem
  - Take personal responsibility
- Treat customers like family,  
have their best interests at heart.**

## Strong Through The Storm

*"During this awful weather I have felt marooned. Austin (Oxford Operations Manager) has been so very kind, calling me and reassuring me, which went a long way to calming me down."  
Lady Reading (age 91), Oxfordshire*

Last winter brought three heavy snow storms which affected our networks in both England and Scotland. These extreme weather events resulted in the build up of snow and ice on our equipment causing over 600 High Voltage faults, which were mainly down to broken wires and poles. Over 175,000 customers were affected and repairs were delayed due to the many road closures and access difficulties.

During January the worst snow conditions for a generation saw over 100,000 customers without power in Hampshire, SW Surrey, W. Sussex, Berkshire and Oxfordshire. Travel and site access were difficult, for all of the agencies involved. A number of the County Councils moved to Gold Command Status.

SSE resourced additional staff, 4x4 vehicles and helicopters. By engaging directly in the Gold Command process we were able to work cohesively with other agencies, identifying vulnerable customers, using mutual resources effectively in the restoration of electricity supplies and general community life.

When control engineer, Frank, was desperately needed, he walked three hours through deep snow to get into the Portsmouth depot. Frank is a prime example of the dedication and resilience of SSEPD staff working to restore supplies.

Our staff not only worked hard to do our job of "keeping the lights on", they also acted as an emergency service, providing support to communities.

SSEPD teams cleared snow-blocked access roads throughout the winter to help schools stay open, prevent vulnerable members of the community becoming isolated, and assist stranded motorists in getting off closed roads.

We delivered heaters and hot food packs to the doorsteps of our worst affected customers, and ensured that vulnerable and disabled customers who could not get out were delivered food parcels and put on emergency generation wherever possible.

We supported communities in some more unusual ways too. When a customer's driveway was blocked by a fallen tree, team manager Robert drove her seriously ill daughter to hospital for an emergency appointment. Whilst on emergency power line patrols, our staff spotted a herd of cows with young calves cut off from access roads by the snow. Local farmer, Paul, was very grateful when we offered to fly bags of feed out to the stranded animals.



*"It's nice to know there are still people prepared to do that little bit extra for the community"  
Nursing Home staff, Aldershot*

*"I would like to say how much I appreciated all the kindness from SEPD in helping me enjoy a warm, comfortable Christmas."  
Elderly customer of SEPD*

## HEART Customer Benefits

- Really listened to and understood
- Given real solutions
- Treated with respect
- Shown real compassion and care
- Given support when they need it most

# CSR Initiatives: Supplement

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Power Distribution

## How HEART works for Mr McMillan

With a serious heart and lung condition, and his wife suffering from MS, life could be a struggle for Mr McMillan. But with the recent death of his eight year old grandson and his wife now staying at her sisters with depression, he was feeling very low. So when Mr McMillan's power cut off, it was the last thing he needed. Snowed in with his two dogs on his farm – his neighbour's plough got stuck trying to clear access – and dependent on a nebuliser, he called SSEPD.

SSEPD call-taker, Jane, was very concerned when he described his situation. With Mr McMillan already struggling to breathe, it wouldn't be long before he would need to be airlifted to hospital.

Jane contacted Steve, the local engineer, to discuss what could be done to help Mr McMillan. Steve offered to airlift Mr McMillan to a nearby hotel or friends and family, but Mr McMillan didn't want to leave his animals. Steve considered providing a generator, but access was impossible.

Very concerned for his welfare, Jane stayed in constant contact with Mr McMillan throughout the day, with 20 calls in total, keeping him calm and reassuring him with regular updates. When Jane called in the evening to let him know engineers were hoping to have his power on shortly, Mr McMillan was delighted and said all he wished he had now was a hot dinner. He then opened up to Jane about his terrible year and said he was overwhelmed by our care.

Touched by his story, Steve and Jane arranged for two SSEPD staff to deliver some essential groceries for Mr McMillan and, with his power still not restored, a generator was also arranged.

When Jane called later to check he was comfortable, Mr McMillan said he was delighted with SSEPD.

## Barnardo's Works

"Before I joined Youthbuild life was very boring. I was sitting about watching television and going to the job centre for not a lot of money. It was stressful because I was a carer for my mum, who has mental health problems. Not having a job meant I couldn't get a break from her ever. We were under each other's feet and it was stressful for her too. Being unemployed destroyed any little confidence I had.

This job has given me the confidence and money to get my own house. I am now saving up for my wedding – a big one – something I'd only dreamed of before. Me and my mum get on better and we don't argue because we've got our own space, and I think she is proud of me.

I am very proud of myself and there's no going back!"

## Partner Schools

"The pupils learnt that solar power is a viable option."

"Loved it, very keen on making the buggy, loved the museum."

"Good. Ian was very good at the museum."

Solar Buggy Challenge Feedback

## Communities Made Better

In our Helping Hands Project under the Communities Made Better initiative, 13 of our tree cutters contributed to a regeneration project supported by the Forestry Commission at the Glen Feshie Estate, which is suffering from damage by overgrazing.

Our contribution by carrying out a seed collection operation on 350-420 year old Caledonian pine trees gave a higher yield than expected and has given the project a positive boost at the outset.



## How HEART works for Mrs Tait

Mrs Tait looks after an elderly customer who, with MS and a tumour on his tongue, requires constant care. When access problems prevented delivery of a mattress needed to keep him comfortable overnight during a power cut, our staff liaised with the local council to ensure the mattress was delivered. We made sure Mrs Tait knew we were there if they needed anything and called her regularly to check they were both comfortable.

## How HEART works for the Andersons

At age 85, Mr Anderson still manages to get by running his farm with his wife and son. Without electricity for over 24 hours during one power cut, SSEPD staff became concerned for their welfare. They declined our offer of a hotel as travelling may harm Mr Anderson's health and they did not wish to leave their animals. Steve, determined to make sure they had a warming meal and were not struggling, tracked down a supplier of wholesome hot food and delivered it to their door.

## HEART is not just for Christmas...

When a circuit in Southampton tripped out, customers were left without supply for the afternoon. For one particular customer this was a big problem as, living with three autistic sons dependent on a fixed routine, this would cause disruption and great distress. When Kris found out about their situation he liaised with the Team Manager to visit the customer and supply a generator.

## Social Mobility Foundation

"The role of the seven SSEPD Mentors is crucial during what is a critical year of transition for our students. Our Mentees are making potentially life-changing decisions regarding their Higher Education and future career choices. The SSEPD volunteers act as role models and guides whose support is instrumental in raising our students' aspirations and confidence throughout the decision-making process. By sharing their own professional and academic experiences, SSEPD Mentors are not only broadening their Mentees' understanding of the sector but providing them with a tangible framework for success. Our students rarely have graduates or professionals in the family, so the opportunity to correspond on a one to one basis with a personal Mentor is highly significant.

Additionally, Internships are a vital component in cultivating our students' interest in a career in Engineering/Science. This will certainly be the first time that many of our students have stepped into a prestigious professional environment. Being directly exposed to both the environment and the day-to-day work of SSEPD professionals, our students learn that their aspirations are wholly tangible, and their motivation and commitment to a career in Engineering/Science is certainly solidified."

Raakhi Sunak, Employer Relations Manager, Social Mobility Foundation (April 2010)

## Actively Giving



"We already have a long association with SSE colleagues and are looking forward to engaging more deeply with employees of a company that understands our values and outlook."

Judy Hills, WWF

## Sustainability Initiatives

"The method of backhauling for standard recyclates by SSE is a prime example of resource optimisation, using existing transport resource to facilitate at no additional cost, and to achieve exceptional recycling rates."

Peter Laybourn, Programme Director, National Industrial Symbiosis Programme