

Appendix 3: Customer Communications Pack

This draft customer communications pack has been produced by WPD, with the assistance of npower's customer services division. It has also been sent to Consumer Focus for their approval, and they are currently within their organisation on the material. We will continue to revise the document, taking into account Consumer Focus's advice when that is received.

WESTERN POWER DISTRIBUTION

LV Network Templates for a Low-carbon Future

Customer Communications Pack

**Draft
02/08/10**

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PROJECT AIM

The solution will enable 'visibility' of the LV network through the installation of voltage meters and associated communications at over 1,000 distribution substations and low-voltage feeders to provide accurate information to assess the impacts of renewable generation on the network. The project will directly involve 7,900 customers across a statistically GB-significant level and across a number of partners and local housing initiatives in South Wales.

AIM OF THE CUSTOMER COMMUNICATION PACK

This communications pack outlines the process by which WPD will engage customers throughout the LCNF project to ensure that the customer-facing aspect of the project runs smoothly and does not obstruct project success.

Specifically, this involves installing voltage meters in the properties of approximately 7,900 customers, across a range of suppliers, and who are located at the end of low-voltage feeders. These customers will be split into two groups, both in the South Wales area:

- Group 1- will be based in The Western / Head of the Valleys and Cardiff regions, and chosen because of their proximity to low-carbon network stresses (such as PV), primarily instigated through the Arbed scheme.
- Group 2- is a control group, and will be based in regions where the network is similar to those in Group 1, but where there are no local low-carbon network stresses. This Group then will provide a benchmark against Group 1 so that the impact of network stresses can be properly assessed.

This Communications Pack will detail how WPD (and associated suppliers) will approach, engage and secure the assistance and permissions from customers to allow the installation of voltage monitoring in their homes.

PARTNERSHIP WORKING

As one of our External Collaborators we will consult with npower regarding communication with customers and suppliers.

We will advise electricity suppliers about the project and provide FAQs and contact details.

We will advise electricity suppliers and project partners of the postcode areas in which we plan to contact customers and the planned mailing and equipment installation dates.

High level Audience Analysis

Target Audiences	Key Issues and Goals	Information Needs (To and From)	Suggested Tools/Vehicles
Domestic Customers	To gain consent to install monitoring equipment in customer homes	<ul style="list-style-type: none"> • Explanation of project and customer involvement • Data Privacy impacts • Contact information 	<ul style="list-style-type: none"> • Letter explaining project • FAQs to address concerns • Contact methods: <ul style="list-style-type: none"> (a) a dedicated 0800 number (b) a dedicated email address (c) a freepost card
Suppliers	To make suppliers aware of project	<ul style="list-style-type: none"> • Details of project (NB no customer details to be provided) • Project Contact information 	<ul style="list-style-type: none"> • Presentation outlining project objectives and plan • Contact sheet • FAQs
Project Partners (i.e. Arbed organisations/ Bristol Uni etc) / Collaborators (i.e. npower & Bath Uni)	To make project partners aware of project	<ul style="list-style-type: none"> • Details of project (NB no customer details to be provided) • Project Contact information 	<ul style="list-style-type: none"> • Workshop to discuss project • Presentation outlining project objectives and plan • Contact sheet • FAQs

OBTAINING PERMISSION TO INSTALL EQUIPMENT

Step 1

We will send a bi-lingual letter (Welsh/English) to the chosen customers, explaining the project, asking for consent and advising an approximate visit date. The letter will be sent out over a number of months in line with geographical installation phases.

We will offer alternative formats such as large print or Braille on request.

We will offer a range of options for customer responses

- a) a dedicated 0800 number
- b) a dedicated email address

Step 2

Once the letter has been issued, two weeks a call will be made to the customer to confirm/gain consent and arrange an installation date, if they have not contacted us beforehand.

Step 3

Where WPD has not received a response from the customer, despite steps one and two above, installation engineers will call at customer's premises during the period advised in the letter. The customer will be offered the opportunity to confirm their agreement at the visit.

ID cards will be shown and signed consent gained before installation is carried out.

Step 4 - Installation

An information leaflet will be left with the customer, which will detail:

- High level information on the equipment installed
- FAQs
- Contact information
- Feedback survey

Step 5 - Post Installation

A follow up call will be made with the customer, a few days after installation to ensure all went well and to answer any further questions.

General Customer publicity

WPD will publicise the project in general to the wider community through:

- the local media
- a section of WPD's website providing details of FAQs

WPD will advise Safer Newport Partnership to mitigate reports of bogus installation engineers.

Recording Customer Agreement

WPD's Bodmin Records Team will maintain a record of all customer agreements obtained: name, address and date consent given [on a spreadsheet]. They will produce weekly and monthly statistics on how many responses have been obtained versus how many requests have been made, tracking progress and highlighting any issues.

Contact Centre staff will record all customer agreement provided over the telephone (by name, address and date of agreement) and pass this information to Bodmin Records Office.

The Records Team will record and store consent emails (utilizing dedicated email address in-box) and postal responses.

Original records and emails will be kept for the duration of the project and for two years subsequently.

Work Scheduling

WPD's contractor will be responsible for contacting customers to agree dates for installation of the monitoring equipment.

WPD's contractor will be subject to a confidentiality agreement.

FACILITIES TO HANDLE ENQUIRIES

Telephone

A dedicated 0800 number will be set up to handle LCNF responses and enquiries from customers, suppliers and project partners.

This will be resourced by WPD's Contact Centre.

There will be an FAQ prompt screen for Contact Centre staff.

Email

Customers can contact a dedicated email address for any queries. This will be monitored by WPD's Records Team at Bodmin.

Website

Information will also be available on a section of WPD's website providing details of FAQs and registration details.

Written Responses

Customer correspondence sent by post will be recorded and managed by the Record Team at Bodmin.

Specialist Support

Support will also be provided by the LCNF Project Team.

DEALING WITH VULNERABLE CUSTOMERS

Contact Centre staff have been trained to understand the needs of vulnerable customers.

Out of the customers chosen to receive a voltage monitor, those on the Priority Services Register (PSR) customers will be identified.

Contact Centre staff will telephone any PSR customers to follow-up the letter in order to explain the project objectives and seek agreement for the customer's participation. We will respect the right of vulnerable customers who do not wish to participate in the project.

A password for the installation visit will be offered to vulnerable customers by the WPD contractor. This will be provided to the meter installer before the visit takes place, and used to ensure the authenticity of the installer at the time of the visit. All required processes for visiting PSR customers will be observed.

The WPD contractor will ensure that meter installers show their ID cards. A post-install call will be made to ensure the meter installer followed correct procedures and to answer any questions the customer may have.

PROJECT COMMUNICATION LETTER TO CUSTOMER

Dear Customer,

Notification of Low Carbon Network trial in your area

Western Power Distribution (WPD) is running a trial in South Wales which will monitor the quality of electricity that is delivered to customers. The aim of the project is to find ways to deliver this energy more efficiently in the future, thereby reducing costs and carbon.

As part of this trial, WPD will be installing a number of small devices called voltage quality monitors into homes and businesses. These are very small devices which can sit alongside an existing electricity meter; they do not take up any extra space and only measure the quality of electricity that we deliver to you.

Your house is in an area that will be monitored as part of this trial. We would like to visit your home on [date] to install this device. If your meter is inside then someone should be there to let our engineer in. Installation is quick and there will be a small disruption to your electricity supply.

I would like to reassure you that these devices are not able to measure your energy use or behaviour, only the quality of electricity that we deliver to you. More information about these devices and the trial can be found in the accompanying leaflet.

We will contact you shortly to confirm your installation date and time. If you would prefer a different appointment or, if you have any questions about this project, please contact us on the above telephone number. Our contact centre staff are ready to help you.

Yours sincerely,

X

Programme Manager

FAQs

Q: What is this trial?

A: This trial is one of a small number of nationally significant trials that have been set up with the support of the energy regulator, Ofgem, to look at developing “Smart” electricity grids.

Western Power Distribution are working with a number of partners including Local Authorities, Social Housing Providers, Energy Services companies and Universities to develop learning and understanding of how electricity networks can best cope with the future, low carbon world.

Specifically, we’re trying to understand how better insulation, microgeneration (of electricity and heat) and changes in behaviour will impact on the wires and equipment that we use to deliver electricity to your door.

The project will do two things, it will:

1 – Check that the quality of supply received by you meets the quality standards and measures that are mandated by the government.

2 – Identify the effects that local microgeneration – where customers generate either their own electricity and pass it back to the network or their own low carbon heat – is having on the quality of the electricity in your area.

Q: Why have I been selected for this trial?

A: You have been selected because your property is in an area of South Wales that is being monitored as part of this trial. Specifically, it is your property’s location and relationship to the electricity network that has identified it as important.

Q: How will this trial benefit me?

A: This trial is one of a small number of trials that are taking place across the whole of Great Britain. The main goal of these trials is to find ways to reduce cost and carbon in the future.

The trial will also help those in the future that wish to sell any electricity they produce back to the grid by making it easier and cheaper for them to do it.

Q: What do you mean by quality of electricity?

A: By quality of electricity we are referring to voltage that is supplied to you. You may not be aware that your local Distribution Network Owner has to make sure that the electricity we deliver to you is of a sufficient standard.

This trial allows us to make sure that the quality of electricity you pay for will continue to meet the national standard during a time when more of the electricity you use will come from small, community based generation.

More information about the quality of electricity can be found in the National Terms of Connection. This is a legal agreement which sets out rights and duties in relation to the connection at which we deliver electricity to, or receive electricity from, your home or business. Both the consumer and the Distribution Network Operator are bound by the terms of this agreement, which is made through the terms and conditions of your Electricity Supply contract.

More details can be found on your Supply Terms and Conditions, via the website www.connectionterms.co.uk or on request to:
Energy Networks Association, 6th Floor, Dean Bradley House, 52 Horseferry Road, London SW1P 2AF. Tel: 020 7706 5137

Q: I already have an electricity meter, why do I need another meter?

A: Your electricity meter measures how much energy you have used, it is not capable of measuring the quality of electricity. The device that we will provide only measures the quality of electricity. It sits alongside your electricity meter and will automatically send information back to us. The monitor will be installed in place "before" the electricity reaches your meter – it doesn't affect your electricity in any way and because this device sits between your meter and our network, you will not pay for any electricity that the device uses.

Q: How do I know that my electricity bill won't go up as a result of this trial?

A: The trial is seeking to make your network more efficient, thereby helping to reduce costs.

We hope that any cost efficiencies that we find as part of this project can be implemented and eventually find their way onto your bill. However, as network costs make up around 15% of your total electricity bill we can make no guarantee that the overall cost will reduce. But we do hope that it will help.

We also hope that we will see greater efficiencies in connection costs for new "microgeneration" e.g. small wind turbines and solar power. These are one-off costs made at the time these devices are installed and are not found on the bill.

Q: How long will the installation last?

A: The installation is quick and will be done by one of our qualified engineers. There will be a disruption to your supply as we will need to wire the monitor in

between our network and your meter. Typically this will take 15 minutes. An adult will need to be present when this work is undertaken.

Q: Will my electricity supply be affected?

A: Yes, we will have to disconnect your supply whilst we fit our monitor. We realise that this is an inconvenience to you so we will ensure that disruption is kept to a minimum.

Q: I don't have any room, how big is this device?

A: The device is very small and should fit comfortably next to your electricity meter.

Q: What exactly does it do?

A: The device monitors voltage harmonics and quality. This information is then passed automatically back to our project team and analysed alongside information from many other, similar devices.

Q: How do I know that this device isn't recording information about me?

A: Personal and Data security is of primary concern to us and we designed this project to specifically ensure data privacy, security and integrity is maintained. The data and the way it will be used will conform to all relevant EU and UK laws – including the Data Protection Act. We have consulted with many organisations and consumer groups to ensure that this happens.

We have also taken steps to ensure that the device will be wired in such a way that it is impossible for it to capture any information or data about the way you use your energy. In addition, we will not capture any data about you or your family. The data we do receive will be added to data from other houses and businesses in your area so that data from one monitor cannot be traced.

Q: Who is WPD?

A: We are Western Power Distribution, a licensed Distribution Network Operator. We are one of the organisations that are responsible for delivering electricity to your home or business. Specifically, we own the wires, substations and equipment in your area that takes electricity from the National Grid and delivers it to your meter; we will also take any electricity that you generate.

Q: I buy my electricity from another supplier – why are you writing to me?

A: We work with your electricity supplier but are completely separate to them.

We are writing to you because we are your local Distribution Network company and are running this trial with the full cooperation of the Energy Industry regulator Ofgem. Your supplier is aware that trial is taking place but is not directly involved.

If you have any questions about the trial we will be happy to answer your questions, if you would prefer to contact your supplier in the first instance then please do so, they will be happy to confirm our role in your supply.

Q: How long will this trial last?

A: The trial will last for 2 years.

Q: How can this trial save carbon?

A: One of the key objectives of this trial is to help make it easier and cheaper to connect small generation technologies to the grid. By making it easier to do this, and in reducing the cost of doing so, it is hoped that more people will take advantage of microgeneration. This means that less carbon intensive, large scale generation will be required.

In addition the homes and businesses that will provide this generation will see a reduction in their energy use and bills and can even benefit by selling their excess electricity to the grid.

Q: Will I get a Smart Meter?

A: No, this trial will not be using Smart Meters and will not affect the existing meter at your property. Your electricity meter is provided by your supplier so please contact them if you have any questions about Smart Metering.

Q: How will you keep my data confidential – and who is going to have access to it?

A: The monitoring equipment will collect voltage recordings from your home or business. The equipment will not record electricity consumption. We will not record and names and addresses. We will then aggregate the data at substation level. This means it will not be possible to identify your home or business from the data collected for the project. The project data will be available to all the project partners including Bath and Bristol Universities for research purposes.

STATEMENT OF GOOD PRACTICE

In accordance with paragraph 3.14. of Ofgem's Low Carbon Network Fund Governance Document, WPD has prepared a statement of good practice in respect of such engagement with customers.

WPD are in the process of consulting with Consumer Focus in the drafting of this Statement of Good Practice.

WESTERN POWER DISTRIBUTION

STATEMENT OF GOOD PRACTICE ON ENGAGEMENT WITH CUSTOMERS WHERE ACCESS TO CUSTOMERS PREMISES IS REQUIRED AS PART OF A SECOND TIER LOW CARBON NETWORKS FUND PROJECT

Western Power Distribution (WPD) recognises that access to customers' premises may be required for the following reasons when undertaking a First Tier Low Carbon Networks Fund scheme –

1. To install power quality / voltage monitoring equipment and related communication system equipment, that is of a passive nature that provides no information on customer load
2. To install equipment additional to that in (1), such as to measure customer demand, and may be linked to other WPD monitoring equipment that logs receipt of a control signal to demonstrate an end to end control system capability without action or interference with customer demand and / or generation.
3. To undertake measures additional to (2) that involve modification to the customer's equipment / building and / or interaction with customer equipment such as demand side management (other than that already covered by existing requirements / permissions, such as relating to voltage control of distributed generation).

WPD commits to the following engagement processes, against the above three types of project;

1. WPD will first provide Electricity Suppliers, whose customers have been chosen to participate in the project, with a Communications Plan advising them of the nature of the trial, and details of the timing and nature of communications with the customers affected.

WPD will send a letter to the affected customers explaining that the nature of the trial is to monitor supply voltage / power quality for the benefit of customers and the network, and explaining that;

- Monitoring and recording equipment will be installed at customer premises that may be linked to WPD monitoring equipment (but will not interfere with the customer equipment, nor control it remotely);
- No information on customer demand will be collected through this installed equipment;
- Customer agreement to take part in the project is required in order to gain access to their premises to install (and, if necessary decommission) the equipment;
- No information will be used for marketing purposes;
- WPD will provide a telephone contact point for customers to make further enquiries;
- WPD will record the customer's agreement / refusal.

WPD will make all information about the Project available in Welsh and English and in alternative formats such as audio CD, Braille or minority languages on request.

DRAFT PROJECT COMMUNICATIONS PLAN

Target Date	Event	Audience	Key Messages	Desired Outcome	Content Owner	Sender	Vehicle	Status	Feedback
Jan/Feb 2011	Workshop	Project Partners (i.e. Arbed organizations / Bristol University) /External Collaborators (i.e npower and Bath University)	<ul style="list-style-type: none"> • Project Objectives • Project Plan • Timelines • Contact Information 	Project awareness			In person		
Feb/March 2011	Presentation/Information Pack	Suppliers	<ul style="list-style-type: none"> • Timelines • Contact Information 	Project Awareness			Email		
April-Dec 2011	Send Customer consent Letters	Customers	<ul style="list-style-type: none"> • Explanation of project • Contact Information 	Warm up customer before consent is gained			Post		
April 2011-Jan 2012	Consent Calls	Customers	<ul style="list-style-type: none"> • Great opportunity to help shape the UK's low carbon future. 	Consent gained Install date booked			Telephone		

APPROVAL CONTROL

This Customer Communications Pack was reviewed and approved by:

Name Date
Sponsor Name, Project Sponsor

Name Date
Manager Name, Project Manager

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