

## STAKEHOLDER ENGAGEMENT INITIATIVES



### ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

**Please note that the deadline for receipt of applications is 5pm, 29<sup>th</sup> April 2011.**

#### DNO DETAILS: (please complete)

Company: CE Electric UK  
 Licensee(s): YEDL  
                   NEDL  
 Address: 98 Aketon Road  
            Castleford  
 Postcode: WF10 5DS

#### CONTACT DETAILS: (please complete)

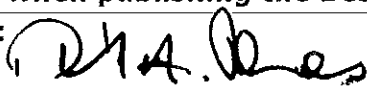
Name: Siobhan Barton  
 Title: Communications Manager  
 Telephone: 01977 605936  
 Email: siobhan.barton@ce-electricuk.com

#### THE RULES

1. Refer to the accompanying guidance notes for the 2009/10 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 29<sup>th</sup> April 2011**. Entry forms should be sent to [dorothy.eke@ofgem.gov.uk](mailto:dorothy.eke@ofgem.gov.uk) electronically, with a hard copy sent to:  
**Dorothy Eke, Analyst, 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
DNO has an established process of stakeholder engagement and an up-to-date engagement strategy addressing how they inform and obtain feedback on the impacts of their business activities from a range of stakeholders	x	
DNOs initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding its business activities	x	
A range of stakeholders have been engaged and have commented on the DNO's approach to stakeholder engagement and on the changes the DNO is making in response to the views of stakeholders	x	
DNO has made use of a variety of mechanisms to inform and engage their stakeholders (and possibly demonstrated a year on year improvement)	x	
DNO is adapting its internal processes and policies in response to feedback from stakeholders	x	
DNO has a process of measuring the benefits of its stakeholder engagement on its business activities	x	

<b>BEST PRACTICE FROM PREVIOUS SCHEMES</b>		
<b>Please indicate which of the following best practice examples from previous schemes your business does and what year they were first implemented. Space is provided for supporting commentary (maximum 250 characters per example) to explain how best practice has been implemented and achieved.</b>	<b>Initiative adopted</b>	<b>Year first implemented</b> (Please fill)
DNOs should have mechanisms in place to establish who their key stakeholders are, what would constitute a representative sampling approach to eliciting their views and the best use for this information.	Yes	2005
CE Electric UK's uses multi-modal interactions such as events, meetings and written communications to consult stakeholders and has mechanisms in place to process feedback. A comprehensive map of key stakeholders and their engagement needs has also been developed.		
Demonstrate genuine evidence of improvement in their understanding of customers and stakeholders. They need to demonstrate how their knowledge of their stakeholder's needs has evolved throughout their engagement process.	Yes	2005
CE Electric UK has regular and ongoing interactions across the business with key stakeholders, which facilitates a good understanding of changing needs and enables stakeholders' views to inform the company's decision-making.		
DNOs should look to benchmark themselves against companies operating in competitive markets and not other DNOs.	Yes	2008
In developing its stakeholder engagement strategy, CE Electric UK has drawn on best practice from other industries. On an operational level, CE Electric UK assimilates feedback from commercial organisations such as Keepmoat Homes to continually improve its service offering.		
Demonstrate an effective, cross-organisation mechanism for capturing and managing this information so that it can systematically influence future policy and practice.	Yes	2010
A Stakeholder Steering Group has been established to co-ordinate engagement activity across the organisation. CE Electric UK is also developing a bespoke, company-wide IT application to provide an overview of engagement activity and allow benchmarking through year-on-year comparisons.		
<b>DECLARATION AND CONSENT</b>		
<b>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.</b>		
Signature: 	Date: 28 April 2011	