

CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

Please note that the deadline for receipt of applications is 5pm, 29 April 2011.

DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
<p>Company: Western Power Distribution</p> <p>Licensee(s):</p> <p>Western Power Distribution (East Midlands) plc</p> <p>Western Power Distribution (West Midlands) plc</p> <p>Address: Avonbank</p> <p style="padding-left: 100px;">Feeder Road</p> <p style="padding-left: 100px;">Bristol</p> <p>Postcode: BS2 0TB</p>	<p>Name: Phil Wilson</p> <p>Title: Customer Operations Manager</p> <p>Telephone: 02476 194172</p> <p>Email: phil.wilson@central-networks.co.uk</p>

THE RULES

1. Refer to the accompanying guidance notes for the 2010/11 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 April 2011**. Entry forms should be sent to 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
DNOs have a range of CSR programmes which are linked to their distribution businesses and result in benefits to their customers.	✓	
DNOs' CSR programmes have been successfully incorporated into wider community programmes at local level through effective work with partners (where appropriate).	✓	
CSR programmes are effectively reaching their target audience and performance is regularly monitored.	✓	
CSR is recognised as an integral element of the culture and ethos of the DNO with senior management level reporting responsibility.	✓	
DNOs seek feedback from customers, stakeholders, partners and staff regarding their CSR initiatives and their effectiveness. DNOs use this feedback to improve their CSR programmes and initiatives.	✓	
DNOs' CSR initiatives and programmes take account of the material impact of the company on society and the environment, rather than impact of a particular project.	✓	
DNOs' CSR initiatives are measured by performance indicators that quantify the impact of the initiative rather than the process itself (where the initiative relates to PSR populations the measurable impact should be linked to the data assessment highlighted under the Wider Communications minimum requirements).	✓	

BEST PRACTICE FROM PREVIOUS SCHEMES		
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.	Initiative adopted (please tick Y/N)	Year first implemented (Please fill)
Active participation in the community and environment, and establishing good links with other agencies/stakeholders	Yes	1990
<i>We have been actively involved with many community, health and safety, and education partners for over 20 years.</i>		
Good governance procedures and a strategic approach to CSR with active senior management involvement and commitment above and beyond reporting responsibilities	Yes	2003
<i>We continue to comply with ISO 14001 and all business activities and processes are supported by our local Safety, Health and Environment (SHE) Plan. Our annual CSR Report is endorsed by senior management.</i>		
A range of initiatives which are material to the business. Best practice examples include: <ul style="list-style-type: none"> ▪ addressing potential skills shortages ▪ mitigating environmental impacts ▪ substation safety campaigns ▪ initiatives to prevent doorstep crime ▪ initiatives that address fuel poverty 	Yes	1995
<i>See main application – recruitment of apprentices, work in schools, doorstep crime prevention partnerships and substation safety campaigns, for example.</i>		
Inclusion of contractor and company's staff engagement in CSR programmes in performance management procedures.	Yes	1999
<i>See main application - Involvement of staff and Contractors in all business aspects, from waste management to safety. Our ground-breaking visual awareness training for field staff included all contractors working on our behalf.</i>		
Partnership work with local organizations providing development opportunities for disadvantage populations	Yes	2009
<i>See main application - partnerships with Job Centre Plus and Energy and Utility Skills for example.</i>		
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.		
Signature: Phil Wilson, Customer Operations Manager	Date: 28 April 2011	