

Customer Service Reward Scheme 2010/11

Social Sustainability for the wider society

Explore the Power Discovery Zone

It is essential we keep our customers, the general public and employees safe around electrical equipment. We take an innovative and proactive approach to safety initiatives – especially when it comes to young children, whose curiosity and naivety can sometimes put them at greater risk. We host school events, involving demonstration substations and interactive pyrotechnic displays, across our region and at targeted locations where police tell us vandalism is a problem. And now we've significantly improved our offering online - keeping up with the expectations of young people – communicating with them in the format they prefer. Our new, enhanced website educates them about staying safe and the importance of a green, sustainable future, and gets them interested in the electricity industry.

At www.powerdiscoveryzone.com children can access lots of information to help with homework, as well as exciting interactive games. Succeeding at educational quizzes unlocks more games - all containing safety messages so they can learn through play. High scores and leader boards encourage children to keep returning to look at our latest material. Teachers can register for free **access to over 40 worksheets**, teaching resources for every area of the curriculum and a function to report online any kites/balls lost or dangerous occurrences.

OUTPUTS AND BENEFITS

- **12,000 hits** annually
- Supported 20 partnership events and **visited over 100 schools** in 2 years, reaching **10,000 children** aged 7-11
- Free curriculum based resources



United together to keep contractors safe – APF forestry event

We took centre stage at the UK's largest forestry, woodland and arboricultural show - advising contractors and third parties on the importance of safe working and carefully planning activities that come in close proximity to overhead and underground cables. A record **16,700 people visited** over three days, including **1,000 local school children**. In partnership with the Health and Safety Executive and Network Rail, we provided both classroom presentations and practical real-time demonstrations. At a cost of around £20,000, our staff specially built a High Voltage overhead conductor including a Pole Mounted Transformer and associated Low Voltage fuses and cables.



This provided a realistic working environment for the purpose of the event as well as a **sustainable training environment for third party contractors**. With the help of some cleverly placed pyrotechnics, our staff acted out real life scenarios – to show how easily accidents can happen when working in proximity of the network. All helping to educate children for the future, whilst in the immediate term improving the safety of contractors through practical, enduring training.



British Red Cross (BRC) – Support for customers when it's needed most

Following success in the West Midlands, we've extended our partnership with the BRC to the East Midlands too. So when there's a power cut, as well as our own Customer Support Vehicles and Support Teams, BRC volunteers visit vulnerable people to check they're coping ok and provide hot meals and drinks. Last year this saw us provide **vital support at 42 incidents affecting 2,127 customers**. After adopting the project as best practice, we've taken it a stage further - **providing 4,000 free crisis packs**, for the BRC to distribute to our customers. And in 2011 our partnership was shortlisted for a BRC Excellence Award:

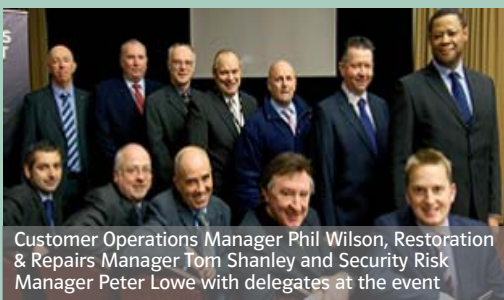
"Adopted with Pride", acknowledging how we've taken a best practice project and improved on it to meet the needs for our customers.



Economic High quality supply for the future

Giving a voice to the real victims of metal theft

We've successfully co-hosted a conference with West Midlands Police to bring major service providers together to tackle the growing problem of metal theft. When thieves steal cable from our network they not only put themselves in danger, but cause significant inconvenience to our customers – leaving them in the dark, without warning. And at a cost of over £1.2m that's money that could be better spent investing in the network for our customers. The workshop was funded by CN and attended by nearly 200 people,



Customer Operations Manager Phil Wilson, Restoration & Repairs Manager Tom Shanley and Security Risk Manager Peter Lowe with delegates at the event

representing utilities including National Grid, Severn Trent Water, BT, Network Rail and Anglian Water, all with the aim of sharing ideas on how to combat the problem. We were the only electricity DNO to deliver a presentation at the conference, emphasising that the real victims are our end customers, for whom incidents can have a significant and distressing impact on their lives.

16 police forces from across the UK attended - meaning our vital safety and customer service messages reached police forces across our region, **leaving them better educated in order to aid crime prevention and protection**, by having police on the beat deployed in relevant areas. CN also hosted a display for all attendees to visit to find out more about who we are and what we do and share ideas and best practice. **Ten arrests for metal theft were made in March!**



Phil Wilson meeting a customer in Mansfield, to hear how she was affected by a power cut following metal theft

Green energy helps tackle social disadvantage in Nottingham

In two of Nottingham's most deprived neighbourhoods, The Meadows and Aspley, we're supporting environmental and sustainability projects that are helping to change people's lives. In line with our Business Plan, we're facilitating the installation of solar panels to homes, to help the community become self-sufficient in its own energy generation. By doing so in an area of significant social deprivation we're helping to provide affordable energy, improve people's lives and take them out of the fuel poverty bracket. Such



sustainability can help people to save money at all social levels, but by doing the same thing for disadvantaged populations we can address serious social and economic hardship.

Working with Nottingham City Council, Scottish Power, the Meadows Partnership and the Energy Saving Trust, we're better understanding the impact of Solar Energy on the local grid, via our "MOZES" project. It specifically targets customers who are struggling to pay their energy bills and seeks to ensure that the connection of micro-generation causes minimal disruption, but delivers great benefits.

OUTPUTS AND BENEFITS

- **10,500** properties in participating communities
- **600** properties with solar panels, inc. local schools average install size 2kW
- **£100** saving to annual energy bill
- Developing relationships with councils and local organisations to achieve their low-carbon objectives

Environment Energy use reduction and bridging the skills gaps

Where can I connect my green generation?

We've already seen, and continue to forecast for the future, a big increase in the number of developers wanting to connect distributed generation (DG) to the network. So we're making it easy for them to make informed decisions from the outset. We're the first DNO to allow customers to explore the available capacity at every single one of our 94,000 substations. This avoids wasting time and effort, by helping customers formulate initial plans (before submitting a formal connection application) for areas of the network that can meet their needs. This makes it more likely we can successfully connect their generation improves customer access to reliable, up to date network information, which in turn enables us to provide timely, accurate and transparent estimates of demand. As part of our business strategy we welcome DG – a vital part of a green, sustainable future, whilst continuing to ensure the reliability of our network. By connecting DG in the most appropriate place (where there's sufficient capacity), we ensure we're not putting an undue strain on the network and therefore increasing the risk of power cuts for other customers.



Hook Norton – 'Low Carbon Living' in action on a smart distribution network

OUTPUTS AND BENEFITS

- **160 customers** participating
- Total community saving of **£10,000 per year** on energy efficiency alone
- **Quicker power cut detection**, allowing us to call customers first
- **Incentivising customers** to save energy
- **Trial and test transferable techniques** that could be used in hundreds of similar communities across the Midlands

We're supporting customers in the village of Hook Norton to facilitate their ambition for a low carbon future. Unlike our urban example in Nottingham, Hook Norton is home to a very different demographic of customers. Interest from people living in the affluent Oxfordshire village, in green, renewable energy, is resulting in a rapid deployment of low carbon technologies (such as heat pumps, electric cars and smart meters). All this has the potential for significant load-increases on the rural network, so it's important we're communicating with local residents to understand their needs and working hard to support their decision to switch to lower carbon, electricity based energy solutions, whilst ensuring the network can cope and doesn't put customers at risk of power cuts. The village also has no mains gas, making it an ideal location for a rural Smart Grid demonstration. We are testing a revolutionary way of getting information about our assets and customer consumption using the power lines themselves as a data carrier, in order to better manage the load.

Graduate while in employment –opportunities for the disadvantaged

We recruited 10 individuals in 2010 via our Technical Development Programme, allowing them to successfully achieve a Foundation Degree in Electrical Power Engineering whilst in full time employment. It allows individuals who under normal circumstances could not fund themselves through a university course, to get a university education via academic and vocational training and gain practical, operational experience through work. Trainees are then allocated a permanent role. All this means we're helping to address the skills shortage in the industry whilst attracting and helping young people to get a career in engineering. We are also training new skills in preparation for the new technologies which will influence our network in the future.



In 2010/11 we've also recruited:

- **19** Power Academy Programme scholars
- **52** apprentices
- **12** Technical Apprentices
- **2** adult re-trainees

How some of our business plan strategies and managerial approaches translate to outputs:

Strategy & Managerial Approach		Performance Indicators
Social	<ul style="list-style-type: none"> • Improving availability and sustainability of skilled workforce • Energy Reduction programmes to aid the underserved 	<ul style="list-style-type: none"> - 85 apprentices/trainees recruited in 2010/11 - Hook Norton saving £10,000 per community, Leicester's Big Switch off total demand savings of 161MWh (0.21%) - Complaints down 15%, satisfaction after power cuts up 8% on 09/10 - Damage to cables by contractors is down 29% in 2010
	<ul style="list-style-type: none"> • Programmes improving access to customer support/service • Supporting a 'cable safe' awareness programme 	
	<ul style="list-style-type: none"> • Maintaining excellent availability and reliability • Actively support Demand Side Management (DSM) research • Educating the public and police on metal theft • Serving the disadvantaged by encouraging self-sufficiency 	
Economic		<ul style="list-style-type: none"> - In 2010/11 our network was available 99.98% of the time - Ongoing research into DSM and 'The Future of Networks' - Publicly offering rewards is proven to reduce criminal activity - Providing sustainable resources enabling the fuel poor to save an average of £100 on their annual fuel bill
Environmental	<ul style="list-style-type: none"> • Proactive tree and vegetation management programme • Manage and phase out high level and low level PCBs (Polychlorinated Biphenyls) • Innovative network capacity map aids Distributed Generation • Actively exploring ways to reduce carbon emissions 	<ul style="list-style-type: none"> - Planting 11,421 trees in 2010 – a 25% increase on the previous year - No equipment found to contain over 500ppm PCBs in last three years - Over 200 hits to online map every month - <u>All</u> staff trained in 'live meeting' technology, 585 vehicles fitted with speed limiters

In addition to, and in support of the projects detailed in our submission, the following initiatives have continued or evolved this year:

✓ = Year introduced/continued ★ = Enhanced/expanded

CSR Initiative	Pre 07	07 / 08	08 / 09	09 / 10	10 / 11
Vulnerable Customer Support Programme Attend Age UK and vulnerable person events ran by charities and community groups. Free crisis packs for PSR customers, including flasks.	✓	✓	✓	★	★
Initiatives to promote the Priority Service Register and improve the quality of our data Partnerships with Air Products to share data. Improvements to data flow with suppliers. Dedicated phone numbers. Send welcome pack to all PSR Customers. Promote the service via hospital and GP's surgeries, talking newspapers and hospital radio.	✓	✓	✓	★	★
Local resilience and emergency planning forums	✓	✓	✓	✓	✓
Free Crisis Packs for PSR customers, including flasks.	✓	✓	✓	★	★
Customer Support Vehicles	✓	✓	✓	✓	★
Partnership with WRVS and British Red Cross (BRC)	✓	✓	✓	★	★
Working with Parish Councils Attending meetings to discuss local network related issues. In 2010, sent 2400 free 'tool box' kits containing useful items to have in a power cut.	✓	✓	✓	✓	★
Doorstop crime prevention initiatives "There's no such thing as The Electricity Board" campaign. Providing bespoke leaflets to local police forces. Hosting doorstop crime prevention days to raise awareness of the risks.	✓	✓	★	★	★
Charitable donations In 2010 this included "BRAKE" a national road safety charity, helping to promote our responsibility to our employees and the communities in our area.	✓	✓	✓	✓	✓
Volunteering in the community E.g. in 2010, a team of 17 volunteers transformed Sledmere Community Centre in Dudley.	✓	✓	✓	✓	✓
Schools education events Power Discovery Zone and interactive workshops inc mock substations and pyrotechnics. Teacher's lesson packs and educational resources. Support for schools via mock interviews, careers days, CV appraisals and assisted reading.	✓	✓	✓	★	★
Schemes to give young/ and or disadvantaged people opportunities in engineering	✓	✓	✓	✓	★
Citizen's Advice Bureau packs All leaflets sent to every CAB office in our region.	✓	✓	✓	✓	★
Initiatives to prevent Metal theft		✓	✓	✓	★
Supporting communities in reducing their power use In 2010 this included Leicester's "Big Switch Off". The energy saved across the country was the equivalent of switching off 16,000 100 Watt light bulbs for a week!		✓	✓	✓	✓
Substation Watch campaign and supporting local Neighbourhood Watch's Including three grants to aid new start up's in 2010.		✓	✓	✓	✓
Free Analogue phones for the electrically dependent.		✓	★	★	★
Bespoke customer market research In 2010 focussing on "the future of networks" to get the views of our customers on green energy, smart networks and demand side management.		★	★	★	★
Quality of Supply Report written for our customers, detailing network performance and investment.			✓	✓	✓
Permanent Customer Panel			✓	★	★
MP newsletters, inc. a new electronic version, as requested by MP's, and hosting numerous network appreciation visits every year.			✓	✓	★
DG Customer surgeries and Developer days			✓	✓	✓
Customer Satisfaction Surveys including Net Promoter Scoring to gain valuable customer insight to make informed improvements.			✓	✓	★
Contractor safety event and new training environment					✓
Solar panels creating sustainable change for the disadvantaged					✓



Contact Centre Co-ordinator, Jeanette Sheehan hands out a crisis pack

In 2010 this saw a huge expansion:

- 86 events visited
- 790 PSR customers signed up in person
- Over 2000 free crisis packs handed out

Thank you for the sticker and the useful advice card. I'm keeping them where they can be seen. Thank you also for all the information you gave us at our guild meeting. My friend was very impressed when I gave her your card for her meeting. I'm sure she will enjoy it as much as I did.

Mrs Burton, Derbyshire

Case Study: British Red Cross volunteers offered practical and emotional support to 100 village households in Cirencester, during a seven hour planned power outage in October. We approached the BRC for help because of the high proportion of older people in the village, many of whom did not have the option of using gas to cook meals or make hot drinks, but who wanted to remain in their own homes.

"Our volunteers handed out Central Networks crisis packs containing torches, blankets, handwarmers and gloves to people who needed them and one family used the facilities in our vehicle to cook a meal for a child with special dietary needs. Our agreement with Central Networks means we're also available to offer support in the event of an unplanned power cut when the customer needs may be greater."

BRC Community Response Coordinator Dan Spencer



Thumbs up: Jointers, Jason Birch and Lee Butler deliver £350 worth of toys for Christmas to Birmingham Children's Hospital

Apprentice profile: Jessica Morgan, trainee overhead linesperson

Our apprentices are important to us and we invest large amounts of time and effort into training our new engineers to ensure we have the right team in place and are attracting young people to the industry. After gaining A levels in PE and Geography, Jessica completed an electrical home learning course and became interested in a career in electricity. Now her 4 year apprenticeship helps her work towards an NVQ in electrical engineering.



It is so kind and thoughtful of you to remember in this way disabled people like myself... I didn't even know my normal landline phone wouldn't work if there was a power cut! So, I'm sure that come a power cut, I'll find the phone useful and it'll give me a sense of security just when needed.

Mrs J. Adams, electrically dependent customer

Some of the outputs from our market research on "Consumer Views of Future Supply"

Demand Side Management: Consumers would happily adapt to using appliances at different times of day or night

- Key motivator is to save money
- Some concerns on what the impact of peak times would be and assumed this would simply create other peaks
- Not one size fits all; for example:
 - older participants already limit energy usage, but make exceptions when the family visits
 - those in flats thought using charging appliances during the night would disturb their neighbours
- Although consumers grasp the concept the technology is still confusing (and therefore limits how consumers respond)
- No core concerns about letting supplier take control over household appliances although there are practical concerns and considerations.....

