

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)

Company: Electricity North West Limited
Licensee(s): Electricity North West Limited

Address: 304 Bridgewater Place
Birchwood Park
Warrington
Postcode: WA3 6XG

CONTACT DETAILS: (please complete)

Name: Paul Bircham
Title: Customer Strategy & Regulation
Director
Telephone: 01925 846863
Email: Paul.bircham@enwl.co.uk

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.	X	
DNOs' CSR programmes have been successfully incorporated into wider community programmes at local level through effective work with partners (where appropriate).	X	
CSR programmes are effectively reaching their target audience and performance is regularly monitored.	X	
CSR is recognised as an integral element of the culture and ethos of the DNO with senior management level reporting responsibility.	X	
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.	X	
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.	X	
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).	x	

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	2005
Regular meetings during the year with various stakeholders such as Friends of the Lake District and regional government agencies. During the last 2 years, we ran a number of workshops to explain our investment plans, charging structures, vision for smart grid development in the future and to recently launch our strategic development statement. We maintain regular links with local authority/parish council representatives and taken a leading role in national fora for discussing environmental issues.		
Good governance procedures and a strategic approach to CSR with active senior management involvement and commitment above and beyond reporting responsibilities	Yes	2006
Good governance procedures and a strategic approach to CSR with active Executive Leadership Team and senior management development of policy beyond reporting responsibilities.		
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	2007
Reduction SF6 gas through replacement of underperforming plant and policies Regular substation safety campaigns in schools including specific "Flashover" project Fishing safety project to warn of the dangers that can be encountered Increased quality of recycled reinstatement material used in excavations New partnerships with universities and business for developing smart grid/low carbon initiatives reflected in our Low carbon fund submissions		
Inclusion of contractor and company's staff engagement in CSR programmes in performance management procedures.	Yes	2009
Acquisition of UUES during 2010 has meant an educative process that is still ongoing for many new staff of our CSR role		
Partnership work with local organizations providing development opportunities for disadvantage populations	Yes	2010
Whilst the company does not have a specific partnership arrangement, we do have a programme of employee engagement, time release and voluntary support to community projects that have a specific outreach to disadvantaged children such as: <ul style="list-style-type: none"> • St John's Community Centre, Trafford • Childrens Adventure Farm for terminally ill, chronically sick, disabled and disadvantaged children from all over the North West • Warrington Gymnastics Club • Canon Johnson Primary School, Tameside • Oldham and District Canoe Club 		

- Sale Cricket Club

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: Paul Bircham

Date: 28 April 2011