

STAKEHOLDER ENGAGEMENT INITIATIVES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

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

DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
Company: Electricity North West Limited Licensee(s): Electricity North West Limited Address: 304 Birchwood Park Birchwood Warrington Postcode: WA3 6XG	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 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 29th 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
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	Yes	
DNOs initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding its business activities	Yes	
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	Yes	
DNO has made use of a variety of mechanisms to inform and engage their stakeholders (and possibly demonstrated a year on year improvement)	Yes	
DNO is adapting its internal processes and policies in response to feedback from stakeholders	Yes	
DNO has a process of measuring the benefits of its stakeholder engagement on its business activities	Yes	

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	Year first implemented (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	2008
Our mapping model helps us identify stakeholders and develop ways to engage them based on their interests. Representative sampling is done across all stakeholders and within groups, eg, engaged consumer panel/key stakeholder survey. Info is then shared internally.		
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	2008
Ongoing engagement with clients, eg TfGM, has enabled us to develop new ways of working by understanding their processes and motivations. We are proud of our flexible approach to fit individual clients and stakeholders. We also publish feedback from stakeholder events on our website.		
DNOs should look to benchmark themselves against companies operating in competitive markets and not other DNOs.	Yes	2011
We already benchmark against IDNOs, ICPs and energy companies. Following consultation with engaged consumer panel we are now extending this to other organisations such as utility companies and response companies, eg, roadside recovery businesses.		
Demonstrate an effective, cross-organisation mechanism for capturing and managing this information so that it can systematically influence future policy and practice.	Yes	2010
We have invested in software to help us manage stakeholder relations/contacts/feedback. Vuelio, from aimediacomms.com allows staff across the organisation to access and add to information relating to stakeholders, enabling a joined-up approach.		
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	