

## 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: SSE  
Licensee(s): SHEPD  
SEPD  
Address: Inveralmond House  
200 Dunkeld Road  
Perth  
Postcode: PH1 3AQ

#### CONTACT DETAILS: (please complete)

Name: Aileen McLeod  
Title: Head of Regulation, Networks  
Telephone: 01738 456107  
Email: aileen.mcleod@sse.com

#### 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](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
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	Y	2005
We have numerous links with our local communities, both directly and through our staff or with partnership agencies (e.g. Local Authorities). We have demonstrated the power of community communication when delivering new schemes.		
Good governance procedures and a strategic approach to CSR with active senior management involvement and commitment above and beyond reporting responsibilities	Y	2005
We are aware of the importance of building in CSR to our business as usual activities, and we deliver wide publicity and financial support to activities in our communities, by engaging from our most senior managers through to our field staff.		
A range of initiatives which are material to the business. Best practice examples include: <ul style="list-style-type: none"> <li>▪ addressing potential skills shortages</li> <li>▪ mitigating environmental impacts</li> <li>▪ substation safety campaigns</li> <li>▪ initiatives to prevent doorstep crime</li> <li>▪ initiatives that address fuel poverty</li> </ul>	Y	2005
We strongly believe that sustainable operation is essential to our business. As such, we have a number of processes to protect our natural environment, the safety of our staff and communities, and recruit effectively working with communities.		
Inclusion of contractor and company's staff engagement in CSR programmes in performance management procedures.	Y	2005
We have a strategy to bring work 'in-house' so that our workers have a sense of belonging and loyalty both to the company and our customers. We feel this offers long term sustainability and a better overall performance.		
Partnership work with local organizations providing development opportunities for disadvantage populations	Y	2007
We proactively engage and serve disadvantaged groups within communities through partnership work with local organizations, providing mentoring, training and development opportunities.		
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:	Date:	