

Ofgem Customer Service Reward Scheme

Corporate Social Responsibility

WPD's approach to Corporate Social Responsibility (CSR) and Sustainable Development derives directly from our business strategy. We aim to achieve excellence in the following key areas:

- **business efficiency and investment in new technology**
- **environmental responsibility**
- **safety of our employees and the public**
- **customer service and community involvement.**

We intend to demonstrate year on year our commitment to the development of initiatives which support CSR and sustainable development as well as achieving our own business objectives.

Business efficiency and investment in new technology

NEW Investing in carbon reduction – BREEAM standard buildings

Many of our operational sites date from the 1960/70/80's and are in need of improvement as they make a significant contribution to the environmental impact of the company as identified by the local environmental aspects registers. As we develop and refurbish sites we seek to:

- reduce the environmental footprint of the building (energy use, water use, biodiversity impact) throughout the entire building lifecycle (design – procurement – construction – operation) and improve community involvement
- reduce the financial overheads and operating costs of the facility
- improve the welfare of our employees located at the site.

Our goal for new buildings to achieve a BREEAM rating of 'Very Good' has been exceeded by gaining an 'Excellent' rating on all three depots developed. The 'Excellent' rating is based upon high performance in reducing carbon emissions, improvements to employee welfare, best practice in construction methods and ecological mitigation and enhancement.

We have installed photovoltaic (PV) cells at our 3 new sites with a total annual energy provision of 12,390 kWh and a combined annual saving of £4920. We have also installed photovoltaic cells at an additional 5 sites producing 8.5kW and two wind turbines providing 15kW of energy. We have installed smart meters at all our offices and depots.

Our Llandrindod Wells depot won a top BREEAM Award as the best industrial building in Wales, scoring 100% for energy efficiency.

VALUE This helps us meet our target 5% reduction in energy consumption in offices and depots by 2015

Environmental responsibility

As part of our company environmental management system and to ensure continual improvement we have published a set of challenging targets to address our environmental impact.

To meet our targets we have successfully implemented the following initiatives reducing our environment impact, improving business efficiencies and going beyond legal compliance.

NEW Better recycling - reducing waste to landfill

Waste streams being sent for landfill disposal have been identified and we are working with local businesses and our main waste contractors to recycle or reuse some of them in an innovative way.

- **Hard hats** - Dragon Recycling collects all of our redundant safety helmets and grinds them down into plastic pellets. These are sold to manufacturers for use in products ranging from vehicle dashboards to stadium seating. So far this initiative has saved 1500 safety helmets from being sent to landfill.
- **Wood poles** – by working with Somerset based pole supplier BT Lovells, we now have a redundant wood pole recycling scheme that also enables us to meet the strict environmental requirements. BT Lovells collect used poles from our depots, return them to their site where they are cut up into fence posts and sold to local farmers and the National Parks Authority.

VALUE This helps us meet our target to reduce waste sent to landfill by 5% by 2015.

NEW Promoting environmental sustainability to employees

It is important for all WPD employees and contractors to understand the environmental impact of their actions and how they can minimise this impact both in the workplace and at home.

- **Pocket guide** - for employees and contractors outlines best practice, in sustainable resource management, waste management, wildlife protection, and avoiding environmental pollution. The guide has been mailed to every member of staff with a letter from the Chief Executive and followed by informal briefing sessions and a poster campaign.
- **Annual Apprentice Challenge** - is an integral part of the induction training of our new recruits and demonstrates early on to them, WPD's commitment to enhance the local community. Recently this has focused on improving access to environmental amenities.

NEW Supporting biodiversity

We recognise that the construction and maintenance of WPD's network involves an element of damage to the environment, particularly if trees need to be cut down, or vegetation or wildlife is disturbed or visual amenity impaired. We work with voluntary organisations (Wildlife Trusts and RSPB) as well as having our own campaigns.

- **Protected species information sheets** – to aid in the identification and protection of endangered native species and as part of our Protected Species and Habitats Policy, we have produced a series of information sheets to raise awareness and to assist our operational staff and our contractors in recognising and managing species and habitats.
- **Guide to ecological and archaeological management** - in collaboration with other DNOs we are producing a practical guide to Ecological and Archaeological Management to supplement internal policies and procedures. The guide will be published on the Electrical Networks Association website.

VALUE This helps us to minimise our impact on biodiversity.

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Safety of our employees and the public

The safety and welfare of our staff, customers and the public is a key priority for WPD.

UPDATE Customer safety

In addition to our comprehensive electricity safety awareness programmes, we extend our partnerships with the police and voluntary agencies to cover the personal safety of our more vulnerable customers.

- **Age Cymru** - this year we are working with Age Cymru on an anti-scam toolkit to tell older people how to avoid being conned over the phone or on the doorstep by providing information about callers posing as electricity engineers.
- **Avon & Somerset Police** - we are also working with Avon & Somerset Police to provide electronic viewers to vulnerable customers. These catch and deter rogue traders and bogus callers by photographing them.

Customer service and community involvement

Supporting local communities is integral to the way we operate as a business. As part of our Community Support Policy we have developed a number of successful initiatives that reflect our own business operations;

NEW Community Chest Scheme

We encourage our customers and staff to improve the energy efficiency of buildings within their community. We approached the Centre for Sustainable Energy (CSE) in Bristol with a proposal in 2010 involving our innovative Community Chest Scheme.

CSE helped us to design the scheme to bridge a funding gap that they had identified. The scheme is aimed at community groups and charities who own their building. It is designed to help them to reduce their energy costs and consumption by carrying out simple energy efficiency measures such as cavity wall insulation, secondary glazing, sensorised lighting and loft insulation. CSE design and manage the scheme and provide an energy audit. It has been publicised by the local media and via CSE's website.

To date 30 grants totalling around £30,000 have been awarded.

Long Ashton Community Centre in North Somerset received £1,000 from WPD to install cavity wall insulation.



VALUE A key element of this scheme is to measure the carbon emissions 'saved' by each building which in turn reduces the group's energy costs. The carbon savings from the projects are estimated to be over 57 tonnes of CO₂ each year."

UPDATE Keen to be green

We support projects with a wider community benefit through our 'keen to be green' umbrella scheme launched in 2009. During 2010/2011 we have donated £30,000 to support our keen to be green activities. Here are some examples.

- **Local schools** - providing equipment and resources to help to help save energy, to recycle waste or to develop school outdoor areas into wildlife havens, vegetable plots or even space for hens. This helps children to understand how to monitor and reduce energy use, how to recycle their waste and to understand the food chain and encourage them to think about how they can reduce the food miles of what they eat.
- **Avon Wildlife Trust's Big Bristol Habitat Hunt** - is an innovative nature survey of school grounds, led by the pupils, to show the scope they offer for wildlife and outdoor learning. This strategic analysis was fed into the Bristol Biodiversity Action Plan. We offered a £1000 prize for the best project to improve school grounds.
- **Somerset Wildlife Trust** - as corporate members we have helped to expand 2 important wetland nature reserves. We support the Trust's Education Outreach Project which enables local schoolchildren to visit 8 nature reserves and learn more about science and geography through hands-on activities such as pond dipping.
- **Butterfly project** - in 2010 we worked with BTCV to halt the decline in our butterflies. Dartmoor is a UK stronghold for 2 species of rare fritillary butterfly. We supported the restoration of 3 key areas of habitat on Dartmoor.

Work life balance

We want staff to rate WPD as a good place to work. We are pleased that 95% of our staff rate us in this way.

- **Charitable Trust and £ for £ scheme** - to encourage staff to contribute to their local community and to support a work-life balance we use our Charitable Trust and £-for £ Scheme to encourage staff to fundraise or volunteer within their local communities.

VALUE Our CSR profile within the company and in the media and the community helps us to attract and retain staff.

UPDATE Training opportunities

- **Apprenticeships and graduate engineers** Over the last 10 years we have been industry leaders in developing our new apprentices and graduate engineers, recruiting and training over 400 staff at our Training Centre. For existing staff we have a management scheme for technical staff, and for our Contact Centre staff we offer Modern Apprenticeships in customer service.

VALUE We rely on the retention and recruitment of well trained and highly motivated staff to deliver our capital programme and customer service improvements.

We use our own training needs to offer opportunities to community groups.

- **Hijinx** - we continue to support this innovative theatre group in developing the outreach work they offer to students with disabilities. Enhancing the accredited training students completed in 2010, they now take their skills and experience into primary schools helping to break down barriers between young people and the capabilities of people with disabilities.
- **Age Cymru** - we work with Age Cymru to develop training to understand the needs of older people. Due to the success of this initiative the training is now being offered to other organisations.

VALUE These training opportunities benefit both our Contact Centre staff and the organisations that we work with, promoting an understanding of disadvantaged groups in society.

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Supporting Information

Environmental Responsibility

We have set environmental targets 2010-2015. These build on our baseline targets set during 2005-2010.

- We will reduce electricity consumption in depots and offices by 5%
- We will reduce the level of waste being sent to landfill by 5%
- We will increase the use of recycled paper to 95%
- We will increase investment recovery by 5%
- We will reduce indirect staff travel miles by 5% pro rata
- We will reduce the kg levels of SF₆ leakage by 25%
- We will reduce the volume of oil contained within redundant fluid-filled cables to reduce the risk of leaks by 5%
- We will reduce fluid-filled cable leakage by 5%
- We will complete transformer bunding to contain potential oil spillage at 100% of our primary transformers.



Our award winning new depot & wind turbine at Llandrindod Wells. The depot features a biomass boiler fuelled by wood pellets and a water leakage detection system. It achieved a BREEAM rating of excellent and won best industrial building in Wales. BREEAM is the Building Research Establishment Environmental Assessment Method. It is the world's foremost rating system for buildings and sets the standard for best practice in sustainable building design.

Right: WPD supported the Exeter Royal Academy for Deaf Education by donating a large polytunnel. This enables students to plant seedlings from their greenhouse, grow their own produce for cookery classes and provide an opportunity to sell any excess produce locally.

Staff information

We make staff aware of their responsibilities with easy to use reference guides.



Community

Here are some examples of how WPD has supported the local community during 2010.



Left: PC Neil Whyman with Mrs Susan Skinner receiving a door step view from Gywn Jones, WPD Bristol Distribution Manager. **Below left:** WPD Technician Paul Hamblin organised a fund raising fun day for his local community. WPD donated 6 large recycling bins so that the waste generated during the event, and at future events, could be recycled. The event raised £12,000 for a range of community based projects.



Below: Pupils from Catcott Primary School enjoy a pond dipping session at Westhay Moor National Nature Reserve with resources provided by WPD.

