

Western Power Distribution Company Profile



Electricity is an integral part of our daily lives. Our role is to manage the distribution network that delivers it to homes and businesses around the clock.

Our strategy is to be rated as an excellent performer in 5 key areas:

- Customer service
- Reliability of our distribution network
- Safety of our staff and the public
- Business efficiency and investment in new technology
- Environmental responsibility

My role as Chief Executive is to review our key goals each year, to communicate them to all our 2,500 staff at my annual roadshows, and to monitor performance against KPIs set for each area.

I am committed to listening to our customers and stakeholders on a range of issues including investment priorities and low carbon initiatives - and taking these views into account in business planning. We now have a full stakeholder engagement programme including 30 events in 2010/11 covering a range of topics and our Annual Stakeholder Report.

Customer service Our business culture is driven by our "First Time, Every Time" philosophy of treating our customers as we would wish to be treated. Our staff know that this is the key to providing the best service.

Our customer service strategy is to deliver frontier customer service through stakeholder engagement and investment in technology and employee development. We measure satisfaction across our services. In Ofgem's pilot study of Distribution Network Operators (DNOs) we achieved top ratings against this

scoring 8.41 and 8.37 out of 10. We are the top quartile performer across all Ofgem measures of customer service.

WPD has been awarded the government's Customer Service Excellence Standard which helps us to benchmark and improve our service. The standard looks at those areas that customers tell us are important, with an emphasis on developing customer insight and measuring customer satisfaction.

Staff Our strategy is to have well trained, highly motivated staff who take personal responsibility for their actions. We want staff to rate WPD as a great place to work, to work as a team, to lead by example and deliver results. Our staff survey tells us that 95% of staff say that WPD is a good place to work.

The behaviours and values that we expect from our staff are set out in our Code of Ethics. We expect staff to act with integrity and fairness, to put the customer first and to be business aware.

Our future lies with our young people. We are an industry leader in developing our apprentices and graduate engineers. Over the past 12 years we have recruited and trained over 400 apprentices and graduate engineers at our state-of-the-art training centre. For existing staff we have a management development scheme for technical staff, and for our Contact Centre staff we offer Modern Apprenticeships in customer service.

Safety The safety of the public and our staff is a priority. We do not compromise on our safety standards. Our safety and training centre not only helps us to maintain our own high safety standards but it delivers safety training to external organisations.

Sustainability I recognise our responsibility to be good citizens. For WPD sustainability means operating so as to conserve natural resources. It makes good sense within our business to strive for high environmental compliance standards and greater operating efficiency.

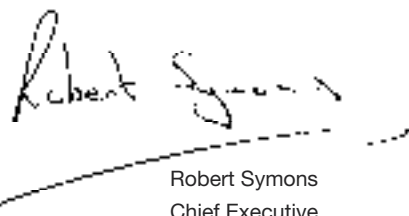
Over the past 2 years we have raised the profile of environmental responsibility and sustainability within WPD to managers and staff. Our entry highlights this work together with our approach to working with community organisations to mitigate our environmental impact.

We recently submitted one of the four successful Low Carbon Network Projects to Ofgem. These projects are

designed to prepare DNOs to operate their networks effectively in the low carbon sustainable future. We are also running 3 smaller projects, including one which builds on our involvement with the community on the Isles of Scilly.

Community Our Community Support Policy focuses on helping our local communities to live a safe and sustainable lifestyle. We also recognise that our staff are very much part of the local community. I am pleased to support their participation in local clubs and charitable activities especially where this helps disadvantaged sections of the community.

The initiatives in our 2010 entries highlight how regular dialogue with the people we serve helps us to understand what customers want and is shaping the way we run our business and address new challenges.



Robert Symons
Chief Executive

Who we are

Western Power Distribution (WPD) owns and operates the electricity distribution networks in South Wales and South West England. WPD is owned by PPL Corporation of Allentown, Pennsylvania. In April 2011 PPL acquired the distribution networks operated by Central Networks.

WPD delivers electricity to 1.5 million customers over a 14,400 km² service area in South West England, and to 1.1 million customers over a 11,800 km² service area in South and West Wales. Our network is one of the largest of all the distribution networks in the UK, covering densely populated residential areas and widely dispersed rural populations.

We employ approximately 2,500 staff of whom 1,000 are based in South West England, and around 1,000 in Wales.