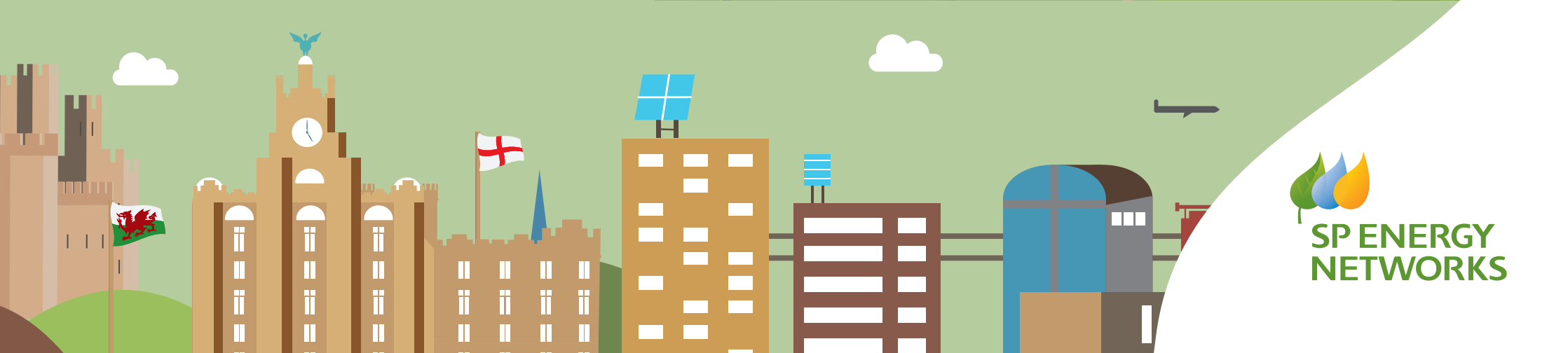


# SP Energy Networks 2013-2014

Electricity Distribution  
Stakeholder Engagement  
Submission Part 2





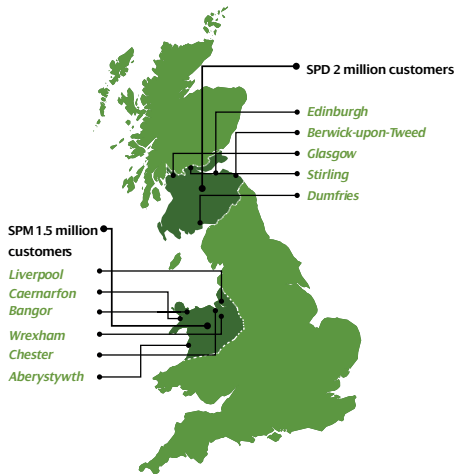
## Our engagement outcomes: CEO statement



Our more rigorous and structured approach to stakeholder engagement is delivering results - for our stakeholders and for how we run our business. This is having a direct and positive impact on how we meet the challenges of delivering affordable and reliable supplies, and supporting the transition to a low carbon energy sector. The range and diversity of examples we can provide shows how we have embedded effective stakeholder engagement within our ways of working – and built a strong platform for the future.

We are the licensed Distribution Network Operator (DNO) for Central and Southern Scotland, and for Merseyside, Cheshire, North Wales and Shropshire. We serve 3.5 million customers across a network of over 100,000km of overhead lines and underground cables. Our network includes a large number of severe weather areas, and areas of outstanding natural beauty.

We serve a diverse range of communities. Our network in Mid Wales serves the highest proportion of households in Britain without access to mains gas. We also serve three large cities – Glasgow, Edinburgh and Liverpool - and a large number of areas of social deprivation. Further, our network is expanding more quickly than any DNO, primarily to help harness the excellent resources for renewables in our licensed areas. We serve around 14% of GB customers, but are home to around 28% of DNO-connected renewable generators. Finally, our network is also entering a phase of major renewal, with



investment of £4.7bn planned over the next 8 years to deliver the outputs on reliability and resilience that our stakeholders value.

Our vision as a business is to be a customer-focused company trusted by our communities and stakeholders, an engineering company with strong stewardship of assets and world-class safety credentials, and a company that attracts and develops skills for the future from the communities that we serve.

Our approach to stakeholder engagement is embedded within this vision, and reflects the diversity of interests and challenges we face.

We have taken important steps this year to improve and add rigour to how we engage with our stakeholders. The results are compelling.

The examples we set out in this document illustrates the range of activities and approaches we use, and the positive impacts. For example, we show:

- Our industry-leading approach to partnership working with colleges and contractors, to manage the risks of skill shortage while supporting our local communities;
- Our innovative approach to engaging and supporting local communities affected by investment to upgrade our network – which having trialled we are now scaling up;
- Our commitment to public safety, and the range of initiatives we adopt in schools and the agricultural sector, and in partnership with law enforcement agencies.

We are committed to improving further, and are making the necessary investments in system and process – and expertise – to support this. We are therefore confident that we can work with our stakeholders to build on these successful examples of engagement and collaboration in the future.

**Frank Mitchell**  
CEO, SP Energy Networks

### Independent stakeholder engagement opinion (DNV GL)

"SPEN has continued to update its stakeholder engagement strategy to ensure alignment with business objectives. The strategy contains a clear aim, defined benefits for both SPEN and stakeholders as well as engagement priorities for both Transmission and Distribution stakeholders.

Improvements were observed in the updated stakeholder engagement strategy in 2013, particularly related to the incorporation of pillars of SPEN's strategy, and the inclusion of the feedback loop within the pillars, which was identified as an area for improvement last year.

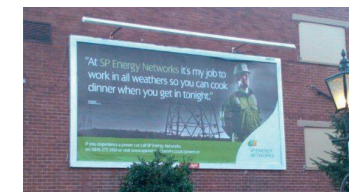
There is a clear governance structure defined within the strategy, as well as processes for ensuring stakeholder engagement priorities are still valid. A process has also been established for embedding the strategy within both Transmission and Distribution businesses, which recognises the inherent differences between these parts of the business. The formation of the cross-functional internal stakeholder action group (ISAG) is a key part of the governance process."



Raising awareness - in communities



Raising awareness - via social media



Raising awareness - via billboards



## Strengthening our access to skilled labour from the communities we serve

This case shows how we have strengthened the skill base that we rely on to maintain our overhead lines through an innovative approach to partnership working. It illustrates how we identified a business need that also resonated with our social responsibility – and built a uniquely collaborative partnership with local colleges and our service partners. It also shows how our approach to stakeholder engagement evolves as we scale up proven good ideas.

### The challenge

2,500 skilled contractors support our 2,600 skilled employees in maintaining and upgrading our network of overhead lines – and these skills are in short supply. With our ageing network and large-scale investment plans, we recognise that this represents a risk to our delivery plans. Whilst we are recruiting locally to meet this challenge, up to 80% of our delivery is through our contractors and we need them to do the same.

### The outcome

We have established partnerships with our main service partners and three colleges in our service areas. As a result, we have added an additional 49 new, previously unemployed, qualified workers to our pool of skilled employees. And we now have commitment from our main service partners to add 130 more over the next 2 years – all with strong ties to the communities we serve. SP Energy Networks built 3 outdoor training facilities and provided practical trainers.

### How we engaged

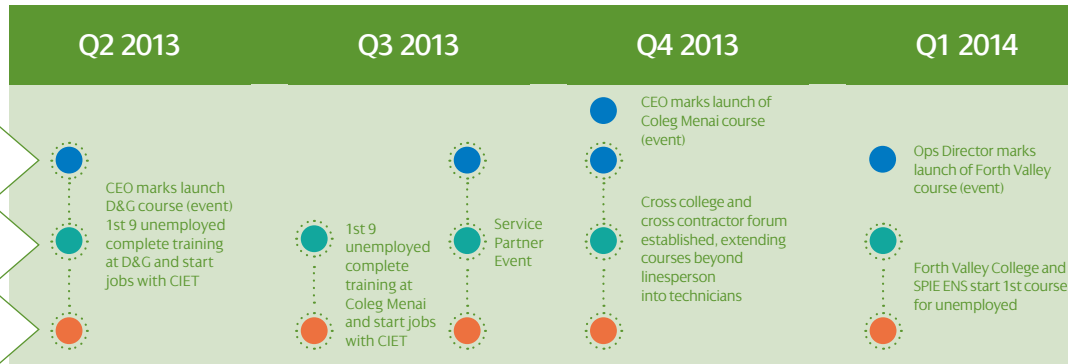
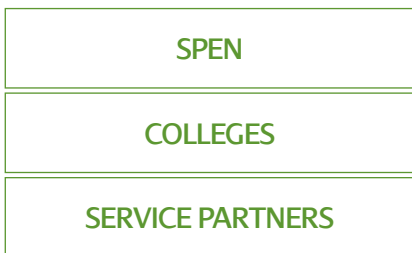
- Started small; started dialogue with one service partner (CIET) and a local college in Dumfries and Galloway to establish the training course. Contractor provided guaranteed employment, we provided outdoor training facility and practical trainer and college provided classroom course.
- Shared success; at SPEN annual service partner engagement event shared success and sparked interest from other contractors.
- Extended geographic cover; replicated model with CIET at Coleg Menai in Wales, introducing additional contractors, then added a third college in Falkirk with a new service partner.
- Formalised forum for increasing type of courses; formed a joint forum with all interested colleges and service partners to extend courses and college network.

### Feedback views and data

*"Some of our other clients see recruitment as the contractors' problem. SPEN sees it differently. It is an industry leading approach, and one that is offering real, long-term jobs to the unemployed in our communities"*

Liam McMyler  
SPIE ENS

### Timeline



*"Opportunity of a life time, work at home with a good wage. There is no work where I live, I thought I would be on the dole or doing part time work for ever. This has been a life changing thing for me"*

John McManus  
Freedom Trainee linesman

*"This is an excellent example of partnership working between industry and the college."*

Carol Turnbull  
Principal, Dumfries & Galloway College



### Monitoring

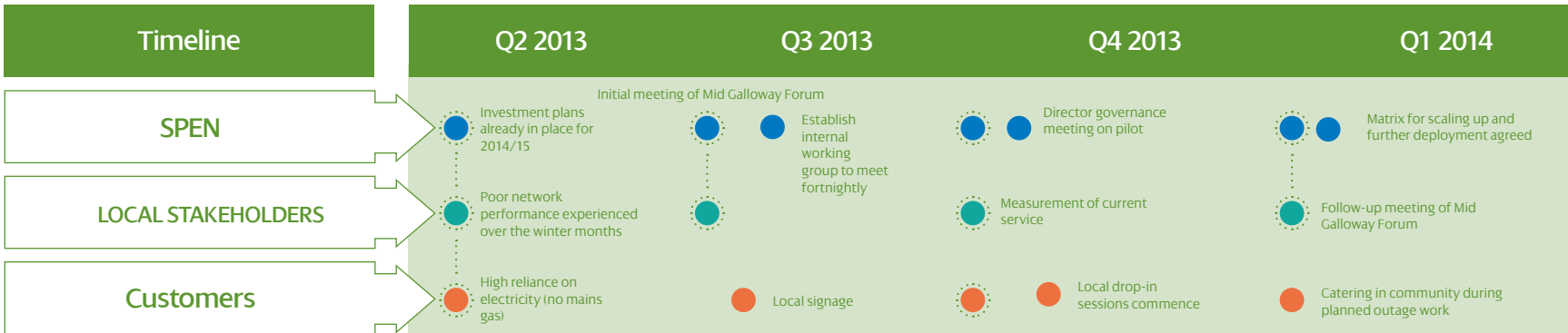
- Updates to Executive Team.
- Collaboration forum with colleges and contractors.
- Application for awards for unique initiative.



## Tailoring support for communities affected by our investment plans

This case shows how we have used a new approach to stakeholder engagement to help minimise the impacts on communities when we undertake work to invest in the network locally. It illustrates how we worked with local communities to design and deliver the right forms of support, particularly for vulnerable customers, while we were working on the local network. It also describes how we are leveraging this approach in other areas.

The challenge	The outcome	How we engaged	Feedback views and data
<p>We receive strong and consistent support for investment to improve reliability, particularly in weaker parts of our network and in areas which do not have access to mains gas. Carrying out the work can, however, involve some disruption. The challenge is to minimise disruption and keep those affected well informed.</p>	<p>We have successfully trialed a new approach, jointly with community stakeholders. This involved using community forums, drop-in sessions, presentations, press ads, posters, leaflets, newsletters, maps, a webpage and local signage.</p> <p>The new approach involved coordination right across different parts of the SPEN business and is now being scaled and applied more widely.</p>	<p><b>Identified a pilot area;</b> new approach applied to a rural area with lower than average network performance and a strong reliance on electricity (no mains gas).</p> <p><b>Meeting with local forum;</b> dialogue with a local forum of community councils, chaired by the local councillor, central to getting local views.</p> <p><b>Shaped plans for engagement;</b> we had plans for investment to improve service and the forum helped shape the communication locally; advising on locations.</p> <p><b>Welfare issues identified;</b> provided additional welfare arrangements due to higher than average population of vulnerable customers.</p> <p><b>Scaling up the approach;</b> using the pilot learnings to develop a matrix with 3 levels of engagement for different criteria to be deployed right across business.</p>	<p><i>"We welcome this new approach and encourage further engagement with this forum to strengthen relationships at a local level and provide a vehicle to voice opinion and suggestions on wider issues."</i></p> <p><b>Alistair Geddes, Councillor</b></p>



*"I was impressed by the welfare arrangements put into practice during the planned power cuts in Kirkcowan, using local caterers in the village hall to provide support, for in particular elderly residents, during the upgrading work."*

**Jim McColm Councillor**



### Monitoring

- Monthly updates to Executive Team.
- Pilot governance group.
- Fortnightly pilot working group, superseded by wider development group.

*"We are encouraged that SP Energy Networks intends to meet with the Federation of Mid Galloway Community Councils on a regular basis to listen and take into consideration local needs."*

**Graham Nicol, Councillor**



## Making customers aware of who we are and what we do, ahead of severe weather

When there is a power cut it is important for customers to know what to do. This can affect how quickly we can respond to restore supplies and provide support. This case illustrates how we have designed and delivered a large-scale customer awareness campaign. It shows how we have established this as a priority, and worked with stakeholders to deliver an effective, inclusive and well-resourced set of initiatives that form part of an annual commitment.

### The challenge

The primary relationship between the electricity sector and customers is with electricity suppliers. However, when there is a problem on the network, responsibility for fixing it resides with the Distribution Network Operator. YouGov research showed us that 6 in 10 customers would contact the wrong company in the event of a power cut. Lack of awareness of the respective roles can cause confusion, frustration and delays.

### The outcome

We have significantly increased customer awareness of our role. Our external research demonstrated brand awareness has increased by 22% and logo recognition has risen 29%. This has been delivered through high-profile and well-resourced campaign initiatives, on a large number of fronts – working with many partner organisations. Running in the winter period, we timed it to have maximum impact.

### How we engaged

- We used customer and stakeholder feedback from last year's campaign to shape this new campaign, then asked our online community to rate the draft materials.
- We used delivery partners who had experience of working on similar public information campaigns for Scottish Water and NHS 24.
- The campaign was supported by a number of key stakeholder organisations, including 28 local authorities, Fire Scotland, Glasgow Housing Association, Merseyside Police, Merseyside Fire and Rescue, North Wales Police, North Wales Fire and Rescue and Police Scotland.
- We produced the key campaign materials in the Welsh language, making them available to our Welsh distribution teams and publishing online.
- We benchmarked against networks companies in other countries and created a series of infographics to share some of our key messages via social media as a result.

### Feedback views and data

*"That's really useful to know, I would have called my energy provider."*

Neil, Liverpool

*"This promotion is very useful. The last time I had a power cut I had no idea who to phone."*

Jason, Broxburn

*"I think it's a brilliant idea and so great for OAPs. Good to see the energy companies doing something good for a change."*

Margaret, Liverpool

### Timeline

#### DELIVERY PARTNERS

#### SPEN

#### STAKEHOLDERS

#### Q2 2013

Customer awareness research survey

Seeking views of Online Community on previous campaign

#### Q3 2013

Director approval for campaign

Procured external delivery partners for new campaign

#### Q4 2013

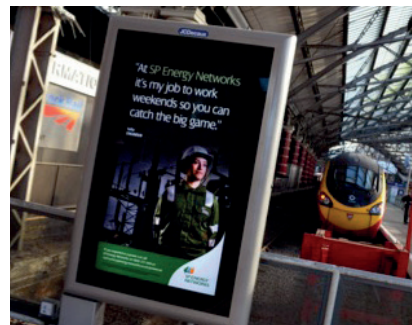
Baseline awareness research survey

Seeking views of Online Community on new campaign

#### Q1 2014

Updated awareness research survey

Awareness campaign



### Monitoring

- Monthly Exec. Team Update.
- Est 5.6 million had opportunity to see our billboard advertising.
- Est 6 million had opportunity to see or hear about our campaign through TV, Radio, Press and Online media activity.
- Customer research surveys, by external company.
- Evaluation report.

**Campaign outlets**  
150 billboards and over 250 ads on buses.

3,646 GP surgeries, Dentists, Hospitals, Pharmacies, Constituency offices, Credit unions, Charity and voluntary offices were sent posters and leaflets.

2,262 gyms, cafes, bars, restaurants, colleges, Universities and shops were given posters and information card dispensers.

32,000 customers were estimated to have been reached with leaflets, fridge magnets and torches distributed by public outreach teams across more than 29 towns and cities.



## Keeping customers informed during power cuts and severe weather

This case illustrates how we develop and extend the tools we use to keep consumers informed during power cuts. It explains how we draw on our research on preferred modes of contact, and use new technology and social media to create and maintain an effective flow of information both ways.

### The challenge

While our network is very reliable, sometimes power cuts will occur, e.g. when trees fall during storms. Our challenge is to get supplies back up as quickly as possible, and to provide a constant flow of relevant and useful information and support to those affected - in what can be a rapidly changing environment.

### The outcome

- We introduced a feature in early 2014 to allow customers to enter their postcode online to see if there was a fault in their area. We used other communication channels to point towards this new service.
- We have introduced a new Twitter channel where we are able to respond to customers directly during a power cut. In addition, we've developed a process to proactively tweet a message to customers when more than 50 homes are affected by a power cut.
- Initiated project 'Fix My Network' to find and fix faults on our network quicker. Empowering staff, and in the next phase

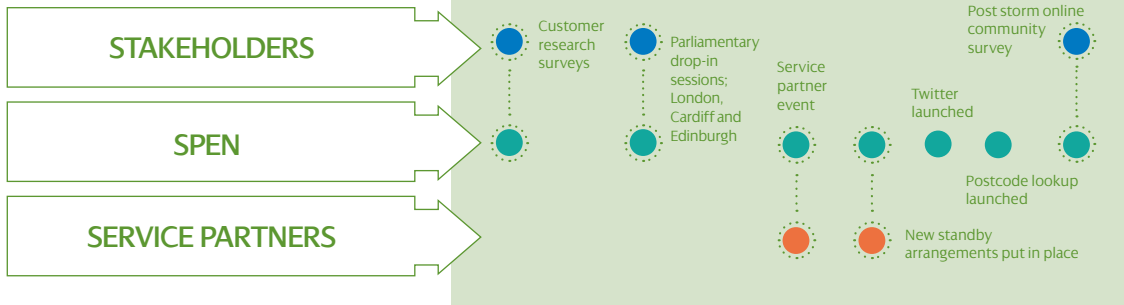
customers, to take photos (from a safe distance) of damaged network with GPS enabled smartphones and to send the photos to our Emergency Action Centres, helping us to deploy appropriate resources.

- This year we asked all overhead line contractors to make their staff available to be on standby during severe weather. This potentially means an extra 100 teams of engineers available to restore supplies to customers. We also deploy portable generators to reconnect customers quicker.
- Issued stakeholder and customer communications in advance of forecast severe weather, informing them of our preparations and providing our contact channels and info sources.

### How we engaged

- Through our focus groups, workshops and surveys with customers and stakeholders, we heard that using multiple communications channels was important; preferences differed.
- Stakeholders told us restoring supply to customers quickly was a priority, e.g. politicians at drop-in sessions.
- We engaged with service partners at our annual event about our customer service initiatives and how they can support; social media and website postcode service highlighted.
- Taking lessons from military operation rooms in Afghanistan and applying them to the emergency response of the Network Operator, we developed 'Fix My Network'. Shared concept with the Energy Networks Association in the hope everyone in the UK can benefit from this simple but effective process.
- We have shared best practice with other DNOs regarding services and communications provided to customers before, during and after a storm and now issue stakeholder communications in advance of severe weather as a direct result.

### Timeline



### Monitoring

- Customer research survey results.
- Stakeholder workshop audience response results.
- Service partner event audience response results.
- Hits to website.
- Feedback on social media.

### Feedback views and data

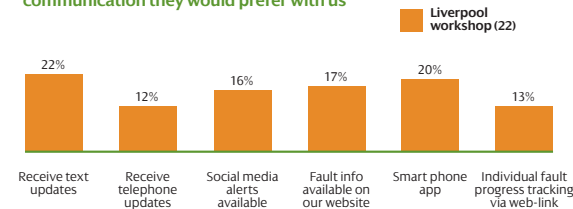
• In Feb 2014 storm we deployed over 80 portable generators to our network.

• Our postcode lookup service has had 28,240 hits since launch.

• We received 32 messages of thanks from customers via social media during Feb 2014 storm.

After our most recent severe weather events, we asked customers to use our online community to tell us how communication could be improved. 92% said they had found it easy to contact us, 85% said they were provided with enough information and 69% were aware of our new postcode lookup service.

We asked stakeholders which methods of communication they would prefer with us



**SP Energy Networks**  
@SPEnergyNetwork  
For power loss or emergencies call us 24hrs. Central & Southern Scotland: 0845 272 7999 Cheshire, Merseyside, North Wales & North Shropshire: 0845 272 2424  
UK - spenergynetworks.co.uk

TWEETS: 1,502 | FOLLOWING: 1,205 | FOLLOWERS: 1,524

Followed by Byres Road Glasgow, Craig, Stuart C and 2 others.

Tweets  
SP Energy Networks @SPEnergyNetwork · 1 min  
Supplies have been restored to customers affected by #POWERCUT #EH21

**ANWEN @ANWENH** · Apr 3  
Thank you @SPEnergyNetwork for keeping me updated! Great service!  
Expand

**C. Newman @colnewman28** · Feb 19  
@SPEnergyNetwork thanks for calls and texts through the night keeping me up to date as regards beechwood runcorn wa7 3hr.  
Expand

**greenspinnaker @MargeryGriffin** · Feb 15  
@SPEnergyNetwork @CyngorGwynedd Your guys are doing a great job. Much appreciated by more people than you realise.

**Neil Alcock @snowdonholiday** · Feb 13  
@SPEnergyNetwork are brilliant! Power back on in Rhyd Ddu!  
Expand



## Keeping vulnerable customers protected during power cuts

This case illustrates how we develop and extend the tools we use to keep our most vulnerable customers protected during power cuts and how we are widening our approach to beyond power cuts. It explains how we have used new initiatives – including new partners - to help our vulnerable customers and using expert stakeholders to help us develop a wider approach to social issues.

### The challenge

As communication, severe weather and social issues are core stakeholder priorities, what we do for our vulnerable customers during severe weather conditions is a priority for us. Knowing our vulnerable customers, getting to those most in need and keeping them informed is a priority.

### The outcome

- We launched a new '03' number, included in mobile phone call packages, specifically for vulnerable customers; a unique service amongst DNOs. We promoted our new '03' storm number by sending text messages to all known vulnerable customers, in addition to our commitment to call vulnerable customers every 4 hours. We also issued updates on our website and via social media to let customers know that the number was available for them and their family members.

- Our new partnership with the British Red Cross facilitated the distribution of food, sleeping bags, blankets, hot water, flasks, torches and analogue telephone via hired 4x4 and volunteer vehicles. In addition, oxygen bottles and generators were provided for our most vulnerable customers. Red Cross volunteers also joined our own staff manning telephones and visiting customers. They were able to provide general assistance to vulnerable customers, for example sourcing wood for a fire or collecting medication.

- We have developed an initial map of our operating area which overlays our electricity network with the worst performing areas, priority service customers, fuel poverty data and off-gas grid areas. This will help us determine the most appropriate areas to target our social initiatives.
- Stakeholders told us promotion of our Priority Services Register should be timely. After February's severe weather in North Shropshire, we targetted public outreach teams to this area to promote the register when interest was likely to be higher.

### Timeline

#### STAKEHOLDERS

#### SPEN

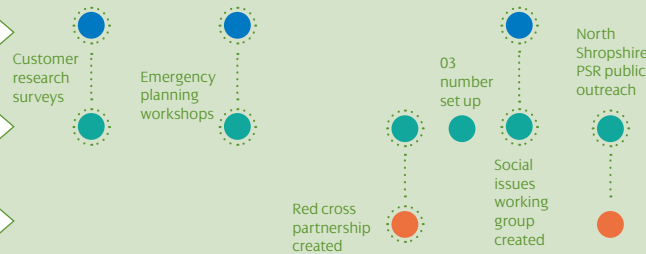
#### DELIVERY PARTNERS

#### Q2 2013

#### Q3 2013

#### Q4 2013

#### Q1 2014



### How we engaged

- We have created a small strategic working group of experts in the area of fuel poverty and wider consumer needs that is helping us develop how we prioritise and deliver our approach to social issues. We proposed the concept at an event in January and formed the strategic Social Issues Working Group with representatives from Energy Action Scotland, National Energy Action and Consumer Futures in February.
- We invited all local authority planning officers to join us for workshops to discuss our strategy for

emergency communication and resilience; an annual activity that provides opportunity for stakeholders to influence and support measures for vulnerable customers.

- We have discussed support services from the British Red Cross in the past, but took this engagement further by enlisting their support during the storms.
- We hosted a session with other DNOs in March to establish best practice for the priority services register and vulnerable customers.



### New additions to PSR Register:

Q2 2013 – 3,426  
Q3 2013 – 3,272  
Q4 2013 – 5,253  
Q1 2014 – 6,868

### Members of the Social Obligations Working Group



### Monitoring

- Monthly Exec. Team Update.
- Number of calls to the dedicated welfare line during the storms.
- Number of proactive calls to vulnerable customers during the storms.
- PSR statistics monitored.
- Welfare packs issued by SPEN/ Red Cross (e.g. 900 in Q1 2014).
- Customer research survey results.

### Feedback views and data

*"As a result of my ill health I am on the vulnerable persons register for SP Energy Networks. They sent engineers round to check the power supply and they worked very hard to get us back on power. We had no electricity for only one day, but the team at SP Energy Networks phoned us every few hours to keep us posted on the situation. Someone even came to my door with a torch and blanket as they knew of my vulnerability. The service was excellent."*

Mr Boyle, Clydebank



## Creating new tools to help Distributed Generators plan their projects

This case shows how we have listened to our stakeholders in response to our customers needs in the Distributed Generation market. By way of example this case presents two innovative solutions to issues the industry has faced. It illustrates how we have developed simple but effective solutions, by listening to our stakeholders and allowing them to shape our proposals. Ultimately, these have greatly improved the service our customers receive.

### The challenge

The Distributed Generation market has grown exponentially in recent years. Our customers want cost effective, timely and efficient connections. We have listened to our stakeholders and responded with 2 innovative solutions that are widely recognised as industry leading.

### The outcome

Our new feasibility study process 'QUOTE +' provides options for our customers quickly whilst maintaining queue position, giving customers what they want. Our unique interactive 'HEAT MAPS' let customers see unprecedented level of detail when planning their development, including capacity availability. Our account managers and customer surgeries help make us more accessible. Extremely positive stakeholder support for our Distributed Generation action plans.

### How we engaged

- We used industry groups such as the Scottish Renewables Working Group and the national DG forum to better understand customer issues.
- We took forward proposals to these working forums and our own customers, responding to concerns, and sought further feedback on shaping and implementation.
- We also published the proposals online to ensure maximum input.
- We refined the proposals and presented to a national DG audience. We then published online to make available to all interested parties.
- This cyclical approach to engagement (asking customers, identifying issues, responding with detailed actions) has been instrumental in the positive support we've received for our new Distributed Generation action plans 2014/15.

### Feedback views and data

*"SPEN have responded to the needs of our members at Scottish Renewables. When we said that the feasibility study process didn't work, SPEN listened and developed the innovative 'Quote +' solution. This provides the flexible design process DG customers need, without compromising queue position and project timescales. This is another example of SPEN leading best practice in the industry."*

Alice Waltham, Chair, Scottish Renewables Working Group

*"We are aware that all of the DNO's have now produced 'heat maps' to support the work of the DG community. However, and as stated previously, it is refreshing to find support to the level provided by SP. Also, we are not aware of the level of sophistication within any similar tool from any of the other DNO's. In conjunction with the increase in frequency of the 'open workshops' and access to contract managers and planning engineers we believe that the new interactive heat maps should benefit both SP and the DG developer and their agents"*

Bob Weaver, Director, PowerCon UK

### Timeline

Q2 2013

Q3 2013

Q4 2013

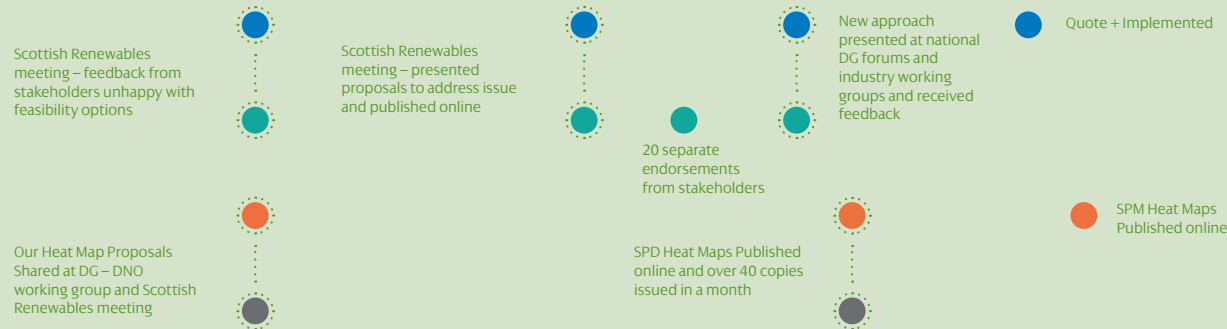
Q1 2014

Quote + : SPEN

Quote + : Stakeholders

Heat Map: SPEN

Heat Map: Stakeholders



### Monitoring

- Monthly updates to Executive Team.
- Distributed Generation Work plans updated quarterly.
- Number of stakeholders who request heat maps files.
- Number of 'QUOTE+' requests received from stakeholders.





## Being innovative and flexible in how we connect renewable generators

Across our distribution network we already have a very high level of renewable generation connected, with more planned. Coordinating customer connections can be very challenging as the customers are often direct competitors, however this can lead to lower costs. This case illustrates how we have coordinated customer connections to realise cost savings and how we are using innovation developed through our university research and SMEs with the objective of providing a lower cost and future proof solution for customers.

### The challenge

Areas which have high potential for wind generation usually attract lots of interest from developers. In East Kilbride we initially received three applications to connect new wind farms but each connection in isolation is expensive so we coordinated with the customers to share the cable trench to reduce costs. This, however, reduces cable capacity due to mutual heating effects so we engaged with our technology and academic partners to deploy an innovative solution.

### The outcome

Sharing a cable track allowed us to reduce the cost by 6%.  
By installing a fibre optic alongside the cables we can measure the temperature of the ground and the cables to understand the thermal effects. This is allowing us to forecast how much potential additional power we can transfer should the wind farms ever wish to expand as they have indicated. This approach reduces the cost of any future expansion of the windfarms.

### How we engaged

- **Applying learning;** the technical concepts we have used have been developed from projects undertaken with academia, in particular Durham University.
- **Innovative thinking;** through exploring the market place for vendors with new ideas, we identified Sensornet, a UK based SME who had developed the technology for measuring temperature with fibre optics.
- **Working with our customers;** initiating a unique approach to propose coordinated connections and sharing of costs to address a common need common to reduce time to connect and reduce costs.

### Feedback views and data

*"We are delighted that SMEs such as ourselves can engage with utilities in new technology projects that have the potential to realise significant benefits. This project has allowed us to deploy technology from other sectors into the UK utility market"*

Dan Watley, General Manager, Sensornet

*By facilitating a collaboration between three developers the timescales for negotiating access and cabling rights were reduced, achieving great cost savings. A major advantage has also been the decrease of the local disruption to the area. This approach enabled a faster and cheaper overall connection.*

Antonios Porpodas  
Technical Manager, Community Windpower Limited

### Timeline

#### GENERATORS

#### SPEN

#### DELIVERY PARTNERS

#### Q2 2013

- Co-ordinating landowner discussions with all 3 generators
- Place Contract with Sensornet for Distributed Temperature Sensing
- Equipment Design and Specification for Sensornet

#### Q3 2013

- Installation of micro ducting for temp sensing equipment

#### Q4 2013

- Generator 1 of 3 connected
- Annual knowledge dissemination event
- Factory Acceptance Tests for Sensornet
- Connect and calibrate windfarm optical fibre circuits

#### Q1 2014

- Generator 2 of 3 connected
- Monitoring Data Evaluation



### Monitoring

- Audience response results from Knowledge dissemination event.
- 6% saving from shared track in this example.
- £700k investment in innovation from SPEN to prove the innovative concept.

- Audience response from knowledge dissemination event**
- 96% thought we achieved our aim of updating them on flexible networks
  - 87% thought the quality of presentations was either great or excellent
  - 83% thought we achieved our aim of demonstrating knowledge transfer



## Building knowledge and awareness to keep people safe

This case illustrates how we evolve and target our important work on public safety education and awareness. It explains how we tailor the forms of engagement to each target audience – including by working with partner organisations. It shows how we have used innovative ways of engaging with target groups to protect the public.

### The challenge

Maintaining public safety is core to our business. Our strategy balances raising awareness for high risk groups and industries with educating children so that they recognise the risks from a young age. Whether engaging with adults or children, we have learned that because they cannot see or hear electricity we have to find creative ways to demonstrate the potential dangers.

### The outcome

We provide a free "check for safety" service where we respond to calls from employees, contractors and members of the public to assess safety of those working in close proximity to overhead lines. We have maintained and improved public awareness of electrical safety, and targeted specific areas where – based on evidence – risks appear to be heightened. The agricultural community is one of these where 170,000 people attended the Royal Highland Show with at least 3,000 watching our striking pyrotechnic display in full. We have been instrumental in getting scrap metal legislative change added to the agenda of the Scottish Government to reduce incidents of metal theft in Scotland.

### How we engaged

- We partnered with the Royal Highland Agricultural Society of Scotland to engage directly with the agricultural community. We hosted a safety exhibition at the Royal Highland Show illustrating the consequences of a power line strike with a visual pyrotechnic demonstration. We engaged with targeted media to run articles and arranged a feature on the BBC's Landward programme which consolidated key messages.
- We have continued our award winning PowerWise classroom electricity safety education programme and have re-written the website material to align it to the new curricula.
- We ran a major Metal Theft public information campaign, through posters and radio, highlighting the real and present dangers of theft from our substations to those living close-by, where fire can damage local properties.
- We were a major sponsor at the Scottish Business Resilience Forum's Metal Theft Summit. We addressed the audience and focused on actions we have taken and what needs to be changed in the future.

### Feedback views and data

*"The children were given a strong message on electrical safety which they will hopefully share with their adults at home. This talk will provide a stimulus for additional discussion on electrical safety",*

*Mrs Miller, Teacher, Robert Owen Memorial Primary School*

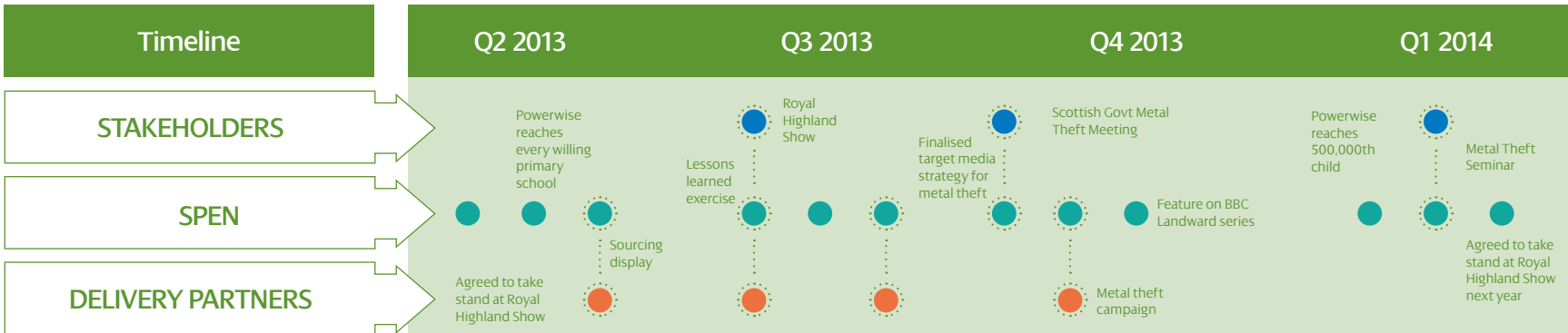
*"I would encourage farmers and farm workers to watch the Scottish Power demonstration at the Royal Highland Show and to read HSE's guidance on how to work safely. Operators should know what action they need to take in the event of a cable strike to ensure they minimise risks to themselves and others."*

*Alastair Mitchell, Agriculture Safety Team, Health and Safety Executive*

**Educating children**  
PowerWise has now visited every willing primary school in our operating area, reaching over 500,000 children.

**Metal theft increasing in Scotland**  
Whilst we have seen a significant reduction in incidents in our England and Wales licence area (down from 503 in 2011 to 53 in 2013), incidents of metal theft continue to rise in our Scottish licence areas (up around 50% in the last year). We have therefore concentrated efforts on using our unique experience of also operating across England and Wales to work constructively with partner organisations to take further action in Scotland.

### Timeline



### Monitoring

- Monthly updates to Executive Team.
- Metal theft statistics monitored.
- Doubled size of team for conducting free safety checks and statistics monitored.



## Supporting community-level social and environmental initiatives

This case illustrates how our constructive approach to engagement has helped other stakeholders meet their objectives, across a range of local initiatives. It illustrates our agile and proactive approach to identifying opportunities, and working with partners. It also illustrates how good knowledge of who potential stakeholders are can reveal opportunities to make a difference that could easily be missed.

### The challenge

By focusing too narrowly on our core role, we might miss opportunities to contribute more widely to social and environmental improvements in the communities we serve. Our challenge is to identify the right opportunities, and to bring the right resources and skills to them.

### The outcome

- A 98-flat Glasgow development, Ibroxholm, was saved from demolition and identified to trial a pioneering heating system. Working collaboratively with Glasgow Housing Association (GHA) we have delivered an electrical connection that supports the new heating system, estimated to deliver carbon reduction of 75% and heating at an affordable cost.
- RSPB Cymru's Arthog bog is renowned for its special plants, however the rare flora has slowly been replaced by dense scrub. Whilst completing tree clearance of land adjacent to our lines, we asked if they'd like help.

We removed approximately five acres of trees and scrub in less than a month; far quicker than the charity could have hoped to achieve alone.

- Ashton Hayes is a small village with the goal of being carbon neutral. We supported them with the tools they needed to become carbon neutral; measurement, communication materials and advice to deliver a communications campaign through a wide range of channels. The measurement identified a pocket of high energy use that the community addressed.

### Feedback views and data

*"We are delighted by the work SP Energy Networks have done on our behalf. The work they have done has brought this work forwards in one huge leap and has saved the charity a lot of time and money."*

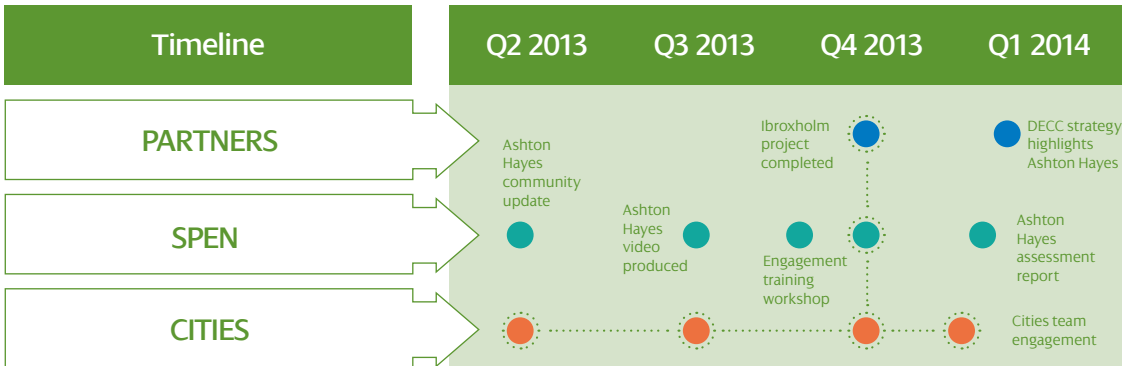
Lesley Fletcher, RSPB Cymru

*"The community wanted to go to renewables and to do that we needed more expert advice on the implications of installing renewables and SP Energy Networks have held our hand over all these years to help us devise that strategy."*

Garry Charnock, Director, Ashton Hayes Community Energy Company

**DECC highlights Ashton Hayes project**  
The Department for Energy and Climate Change (DECC) released Britain's first 'Community Energy Strategy'. The Strategy outlines the role communities can play in Britain's low carbon transition and the potential benefits they can deliver. DECC used Ashton Hayes as an example case study project.

### Timeline



### How we engaged

- Our Cities Team was established to integrate our infrastructure plans with the cities energy plans. A dedicated relationship lead ensures we are at the heart of developments in Liverpool and a dedicated engineering lead means we are at the heart of regeneration in Glasgow.
- The Cities Team involvement in Sustainable Glasgow, alongside GHA, led to the identification of Ibroxholm opportunity.
- We held an engagement training workshop with 22 stakeholder-facing employees and senior managers; encouraging them and their wider teams to take initiative and add value where possible.
- We established a relationship with the Ashton Hayes community through a series of meetings with a dedicated SPEN lead, giving them expert advice and helping them with the tools they needed to understand the impact of their behaviours.

### Monitoring

- Monthly updates to Executive Team.
- Regular community meetings.
- Measurement of Ashton Hayes Energy usage and reduction.
- Feedback report from internal training workshop.





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