

STAKEHOLDER ENGAGEMENT INCENTIVE SCHEME 2013/14



Making a positive difference
for energy consumers

STAKEHOLDER ENGAGEMENT – PART 1 SUBMISSION ENTRY FORM

COMPANY DETAILS: (please complete)

Company: Western Power Distribution
Licensee(s): WPD East Midlands
WPD West Midlands
WPD South West
WPD South Wales
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Bristol
Postcode: BS2 0TB

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THE RULES:

1. Refer to the accompanying guidance notes for your Stakeholder Engagement Incentive Scheme.
2. Fill out this entry form and attach it to your overview of evidence. The overview of evidence and all supplementary information should be referenced to this entry form.
3. Entry form should not exceed four A4 pages in total. Overview of evidence should not exceed ten A4 pages.
4. Complete applications must be received at Ofgem by **no later than 5pm on the final Friday in May, the year following the regulatory year in question**. They should be sent to connections@ofgem.gov.uk electronically, with a hard copy sent to:
Distribution Policy Team, Ofgem, 9 Millbank, London SW1P 3GE

MINIMUM REQUIREMENTS		
Please provide supporting evidence and high level overview of how your company has met the minimum requirements set out below:	Evidence submitted within application (ie, evaluation, assurance report, survey, etc.)	Overview of your arguments demonstrating compliance with requirement. Clearly signpost as to additional relevant evidence/information within submission
<p>The network company has a comprehensive and up to date stakeholder engagement strategy, which sets out:</p> <ul style="list-style-type: none"> - how the network company keeps stakeholders informed about relevant issues, business activities, decision-making and other developments; - how the network company enables timely input and feedback from stakeholders via appropriate mechanisms to inform decision making. 	<p>Part One, Pages 2-3: provides an overview of our core stakeholder engagement strategy, including how we use workshops, panels and research to engage and inform stakeholders and how we use their timely input to inform decision making. Our approach to engagement is inclusive and tailored to each stakeholder group. Summaries of our additional engagement strategies for social media and social obligations are also included.</p> <p>Part One, Pages 4-5: gives an overview of our Customer Service Excellence (CSE) standard accreditation, including direct extracts from the 2014 audit report. We were assessed as 'compliance plus' in almost every element this year and the auditor said our engagement process <i>"is longstanding and drives service policies and priorities"</i>.</p> <p>Part One, Page 6: details how WPD's engagement strategies have been externally assessed as part of the British Standards Institute's standard for inclusive services (BS 18477). The assessor stated: <i>"WPD has been proactive in developing strategies, systems and processes that cater for the needs of vulnerable customers."</i></p> <p>Part One, Pages 8-9: evidences input and feedback from stakeholders, in particular findings from stakeholder workshops focused on the delivery of our Business Plan and how this led to several changes. Part Two, Page 4 provides a full list of the actions taken and decisions influenced following stakeholder feedback at these workshops.</p>	<p>We have a multi-layered approach, with different initiatives and strategies to engage stakeholders depending on their knowledge level and areas of interest. Stakeholder feedback is the foundation of our decision making and strongly influences our business strategy. This is demonstrated by the following sections of Part One:</p> <ul style="list-style-type: none"> • Page 2: details our strategy, demonstrating that we listen to stakeholders, act on feedback, inform them of decision making and measure the benefits. • Pages 8, 9 and 10: demonstrate how we seek open and honest views in a variety of ways, including Customer (and Junior) Panels, stakeholder workshops and bespoke research and that these views inform our decision making. Page 8 provides a summary of stakeholder feedback obtained following our workshops. • Page 6: explains the results of an independent assessment undertaken by the BSI where WPD were found to be fully compliant with the BS 18477 standard. The auditor deemed that WPD effectively keeps customers informed via a variety of mechanisms (having reviewing evidence including our workshops, Customer Panel, website, surveys and annual stakeholder report) and that feedback influences our decision making (for example, the creation of a new Contact Centre team in 2013 to proactive contact customer on the Priority Service Register to update their details.)
<p>A broad and inclusive range of stakeholders have been engaged.</p>	<p>We have an up-to-date database of over 4500 stakeholders, segmented by interest area.</p> <p>Part One, Page 2: Explains the five key goals of our engagement strategy and the way we engage stakeholders in line with their knowledge levels and interest areas.</p> <p>Part Two, Pages 2-3: gives a full list of our stakeholder segments.</p> <p>Part One, Page 3: explains how we identify stakeholders. WPD's re-segmentation exercise in 2013/14 saw us identify a number of new groups, which helps to ensure our stakeholder database remains inclusive.</p> <p>Part One, Page 6: explains how the BSI recently independently assessed WPD as fully compliant with its standard for inclusive service provision. WPD are the first company in the UK to achieve this external compliance.</p>	<p>Ofgem's broad measure of customer satisfaction and our own bespoke research with vulnerable and distributed generation customers evidences that we reach a broad group of stakeholders.</p> <p>Part Two, Pages 4-5: detail our core engagement initiatives and the broad and inclusive range of stakeholders who take part. For example, over 200 parish councilors, local authorities, utilities, developers, businesses, connections and domestic customers joined a cross-section of stakeholders at six WPD workshops in February 2014. More than 4,500 people, from a wide range of backgrounds, have been engaged to help us build our business plan in the last three years.</p> <p>Of particular note in 2013/14 has been our new initiative to engage a stakeholder group – future customers - for the first time on the broader topic of investment priorities (rather than the historic focus only on safety education). By creating Junior Panels we are giving young people the change to shape the decisions we make today that may impact them as bill payers in the future (by 2023).</p>

KEY: 'Part One' – Part One Submission, Overview of Evidence **'Part Two' – Part Two Submission, Stakeholder Engagement Ofgem Incentive Scheme 2013/14**
Full copies of any documents or additional evidence are available on request

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<p>The network company has used a variety of appropriate mechanisms to inform and engage their stakeholders – these have been tailored to meet the needs of various stakeholder groups, and are fit for purpose in allowing a detailed analysis of a breadth of stakeholder perspectives</p>	<p>We use a wide range of mechanisms to inform different stakeholder groups and to best suit their knowledge and interest. For example, we:</p> <ul style="list-style-type: none"> • Send a newsletter to all 7.8m WPD customers, coupled with a TV and local media campaign (<u>see Part Two, Page 5</u>) for customers with low knowledge/interest • Carry out workshops to identify investment priorities and review our performance and delivery (see <u>Part Two, Page 4</u>) for stakeholders with increased interest/knowledge • Use expert panels and surgeries to help review processes in in-depth detail (see <u>Part Two, Page 5 and Page 10</u>) <p>In terms of ensuring our engagement activities are fit for purpose, <u>Part One, Page 6</u> includes an independent evaluation from the BSI who said WPD is a “forward looking organisation constantly striving to improve the consumer experience through regular consultation with stakeholders and responding quickly to any opportunity”.</p> <p>Detailed analysis of stakeholder perspectives is undertaken when we examine many forms of results and feedback from stakeholder and customer surveys. For example, 99% of stakeholders found our workshops in 2014 useful. <u>Part Two, Page 4</u> provides a qualitative analysis of stakeholders’ verbatim comments, and <u>Part One, Pages 8-9</u> shows a quantitative analysis of their satisfaction and consensus views on key issues (obtained via electronic voting).</p>	<p>Our stakeholders have varying levels of knowledge and interest – this is why we tailor our approach. We do not have a one-size-fits-all approach, but use a variety of methods to suit our customers, seeking regular feedback to inform future initiatives.</p> <p><u>Part Two, Pages 4, 5 and 10</u>: provides evidence of how we use relevant, tailored mechanisms to engage with and inform stakeholders, including workshops, telephone surveys, focus groups, meetings, websites, community events and regional forums.</p> <p>Detailed analysis of different stakeholder perspectives is undertaken and we publish the findings from all workshops and customer panels.</p> <p><u>Part One, Pages 4-5</u>: provides extracts from the independent CSE assessment report confirming our ‘compliance plus’ rating from the assessor who reviewed a wide range of our engagement mechanisms and confirmed our methods are fit-for-purpose and provide reliable and representative results.</p> <p>Our <u>Part Two</u> submission covers many initiatives demonstrating tailored stakeholder engagement. For example, <u>pages 6-7</u> outline our partnership work to address our social obligations (including fuel poverty and vulnerable customers) via a variety of methods including telephone calls, leaflets, conferences/events and face-to-face outreach.</p>
<p>The network company can demonstrate it is acting on input / feedback from stakeholders.</p>	<p><u>Part One, Pages 8-9</u>: explains how we act on feedback forms, post-event surveys, customer research and stakeholder views. Key findings from stakeholder workshops are included with evidence of how delivery plans have changed as a direct result. Results of customer surveys are also included with evidence of how these have led to changes to our processes.</p> <p><u>Part One, Pages 4-5</u>: contains extracts from our 2014 CSE independent audit which shows that the auditor was satisfied that we have reliable and accurate methods to measure stakeholder feedback and that our partnership work leads to demonstrable consumer benefits. The assessor stated: “The assessment visit included attendance at the Customer Panel meeting which considered an action plan developed from stakeholder workshops. It was clear from discussion with participants that this process is longstanding and drives service, policies and priorities.”</p>	<p>Capturing feedback from engagement enables us to ensure our activities are effective and our stakeholders feel we listen to and value their views. This way they are motivated to continue engaging with us as part of an ongoing relationship.</p> <p>After our workshops, we seek views on the quality of the information provided, the standard of the facilitation and the suitability of the venue, for example. We also comprehensively and objectively capture our stakeholder’s qualitative and quantitative feedback and record any consensus views. All findings and WPD responses are published in full on the WPD website.</p> <p><u>Part Two, Pages 2-3</u> and <u>Part One, Page 10</u>: outline some of the key actions taken as a result of stakeholder feedback. Examples include the introduction of a single emergency number for WPD’s regions, making guaranteed standards failure payments for 12 hour faults a year ahead of the industry, doubling all failure payments and establishing a dedicated team to proactively contact PSR customers.</p>

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