

## STAKEHOLDER ENGAGEMENT INCENTIVE SCHEME 2014/15



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  
  
Address: Avonbank  
Feeder Road  
Bristol  
  
Postcode: BS2 0TB

#### CONTACT DETAILS: (please complete)

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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](mailto: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"> <li>- how the network company keeps stakeholders informed about relevant issues, business activities, decision-making and other developments;</li> <li>- how the network company enables timely input and feedback from stakeholders via appropriate mechanisms to inform decision making.</li> </ul>	<p><b>Part One, pages 2-3:</b> provides an overview of our core strategy underpinning our inclusive and tailored stakeholder engagement programme. We match our engagement methods to the knowledge and experience of our stakeholders, and feedback informs timely decision making. Expansions to the strategy this year are explained, including engagement to address future issues.</p> <p><b>Part One, page 6:</b> gives an overview of our Customer Service Excellence (CSE) standard accreditation, including direct extracts from the 2015 report. We were assessed as 'compliance plus' in eight more elements this year meaning 10 of 19 assessed elements were given the highest possible level of compliance.</p> <p><b>Part One, page 7:</b> details how WPD's engagement strategies have been externally assessed by the British Standards Institute and the Centre for Sustainable Energy. The BSI assessor said the key to WPD's success was "embedding of the practices into the everyday behaviours of its people".</p> <p><b>Part One, pages 8-9:</b> evidences timely input and feedback from stakeholders, in particular findings from customer surveys and focussed engagement with our partner referral agencies and those customers who have benefited from their advice. <b>Part One, pages 4-5</b> provides a full list of outputs and benefits which stems from such feedback.</p>	<p>We have a multi-layered approach, with different methods 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.</p> <p><b>Part One, Page 2-3:</b> details our strategy and how it has developed over the last year. We listen to a diverse mix of stakeholders, act on feedback, inform them of decision making and measure the benefits.</p> <p><b>Part Two, pages 4-5:</b> provides examples of our engagement on Long Term Priorities. It covers engagement with connections customers, DG stakeholders, MPs, local authorities and wider customers, which enables them to be informed about our issues, activities and business decisions and developments.</p> <p><b>Part Two, pages 6, 7 and 8:</b> highlights our social obligations strategy and how we engage with stakeholders in this area. This year's flagship projects – which includes cleansing our PSR register to improve customer data and, at the same, referring customers needing financial help to partner organisations, was developed following feedback at workshops. This brand new initiative saved 2,160 customers over £262,000 in 2014/15.</p>
<p>A broad and inclusive range of stakeholders have been engaged.</p>	<p>We have an up-to-date database of over 5,000 stakeholders, segmented by interest area. This year we welcomed new panel members and engaged with stakeholders in new ways.</p> <p><b>Part One, pages 6-7:</b> explains how WPD gained a 'compliance plus' rating in relevant elements of the Customer Service Excellence standard, which included assessing that WPD have "an in-depth understanding of the characteristics of our current and potential customer groups" and "a strategy for engaging customers using a range of methods to suit their needs". The BSI standard assessment also demonstrates that WPD is fully accessible for vulnerable customers.</p> <p><b>Part Two, pages 4-5:</b> highlights our focus on addressing future issues impacting networks. In 2014/15 this involved identifying the priorities and beginning to address them through engagement with a wide range of relevant stakeholders, including MPs, local communities, Distributed Generation, Community Energy, businesses and future customers.</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><b>Part One, pages 2-3:</b> demonstrates that our engagement is inclusive (to all stakeholders), tailored to suit various segments and focused on action. This year we have focused on engaging with a greater diversity of stakeholders.</p> <p><b>Part One, pages 4-5:</b> gives a full list of our stakeholder segments and the key outcomes achieved following engagement with each.</p> <p><b>Part Two, pages 4-5:</b> details our core engagement initiatives and the broad and inclusive range of stakeholders who take part. For example, domestic customers, parish councilors, local authorities, utilities, developers, connections providers, small businesses and Local Enterprise Partnerships were all involved at six WPD workshops in January 2015.</p>

KEY: 'Part One' – Part One Submission, An Effective Engagement Strategy

'Part Two' – Part Two Submission, Outputs and Actions Following Engagement

Ofgem Incentive Scheme 2014/15

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><b>Part One, page 2:</b> 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"> <li>• Send a newsletter to all 7.8m customers, along with a TV campaign (<u>see Part Two, page 5</u>). We also sent a fridge magnet displaying our new single emergency number to those 7.8m customers.</li> <li>• Carry out workshops to identify investment priorities and review our performance and delivery (<u>see Part Two, page 2</u>) for stakeholders with a general interest/knowledge of WPD.</li> <li>• Use expert panels and surgeries to help review processes in in-depth detail (<u>see Part Two, pages 3, 4, and 5</u>)</li> <li>• Undertake bespoke engagement for stakeholders such as MPs (<u>Part Two, page 5</u>) and vulnerable customers, GPs and charitable organisations (<u>Part Two, pages 6 and 7</u>)</li> </ul> <p><b>Part One, pages 6-7:</b> Engagement methods are fit for purpose and strongly endorsed by external assessors. We were awarded ‘compliance plus’ by CSE for our “Strategy for engaging customers using a range of methods to suit their needs”.</p> <p>Detailed analysis of stakeholder perspectives is undertaken using results and feedback from stakeholder and customer surveys. For example, 100% of stakeholders found our workshops in 2015 interesting and felt they had the opportunity to share their views.</p>	<p>Our stakeholders have varying levels of knowledge, interest, availability and willingness to engage – this is why we tailor our approach. We use a variety of mechanisms to suit our customers, seeking regular feedback to inform our decision making and future initiatives.</p> <p><b>Part Two, pages 2 to 8:</b> provides evidence of how we use relevant, tailored mechanisms to engage with and inform stakeholders, including workshops, bespoke leaflets, surveys, focus groups, meetings, web pages, community events, regional forums and social media.</p> <p><b>Part One, page 7:</b> confirms we have been externally assessed for a second year as fully compliant with the BS 18477 standard for inclusive services. The auditor confirmed WPD effectively keeps customers informed via a variety of mechanisms (reviewing evidence including new leaflets for deaf and hard of hearing customers, our website and surveys targeting customers who have requested referrals to our partner agencies) and that feedback influences our decision making (for example, the expansion of our social media in the form of 24 hour twitter and new webchat service.)</p> <p><b>Part One, pages 8 and 9:</b> demonstrates how we seek open and honest views in a variety of ways, including stakeholder workshops, customer satisfaction research and bespoke research for DG and vulnerable customers.</p>
<p>The network company can demonstrate it is acting on input / feedback from stakeholders.</p>	<p>Our overriding principle is that stakeholder engagement leads to action. <b>Part One, pages 4-5</b> summarise the type of engagement used to gain feedback that has led to the achievement of 159 outputs in 2014/15.</p> <p><b>Part One, pages 6-7:</b> contains extracts from results of our 2015 CSE independent audit which shows that the auditor was satisfied that we have reliable and accurate methods to measure stakeholder feedback, we act on stakeholder input and this leads to demonstrable consumer benefits.</p> <p><b>Part One, pages 8-9:</b> explains how we measure the impact of our engagement and act on feedback, customer satisfaction survey results, specific customer research and stakeholder views. Key findings from customer satisfaction research and bespoke surveys with both DG and vulnerable customers are included, with evidence of how results have impacted our business processes and services.</p>	<p>Capturing feedback from engagement enables us to ensure our activities are effective. Stakeholders feel we listen to and value their opinions. This way they are motivated to continue engaging with us and our enduring relationship enables a full and challenging debate.</p> <p>At our workshops we comprehensively and objectively capture our stakeholder's qualitative and quantitative feedback and record any consensus views. All findings and WPD responses and proposed actions are published in full on our website.</p> <p><b>Part Two, pages 2-3</b> outlines some of the key actions taken as a result of stakeholder feedback. Examples include expanding our customer connection workshops to include community energy scheme representatives, redesigning our customer awareness newsletter and introducing new social media to vastly improve our customer access channels.</p>